CTOBER 1, 1945

PRICE 15 CENTS

BROADCASTING

The Weekly News dio

Broadcast Advertising

5-3240

Mr. Paul M. Segal
1026 Woodward Bldg.
Washington, D.C. 5

please handle tenderly... but FAST!

IF YOU'RE THE PARENT of, or agent for, a business baby which is about to take its first steps into the lightning-fast competition for sales and distribution among the products of this postwar world, it will pay you to give more than casual thought to radio, and WOR.

For if radio, and WOR, had proven only one thing during the years of war, they have shown the breathtaking *speed* with which sound can mold opinion and create action.

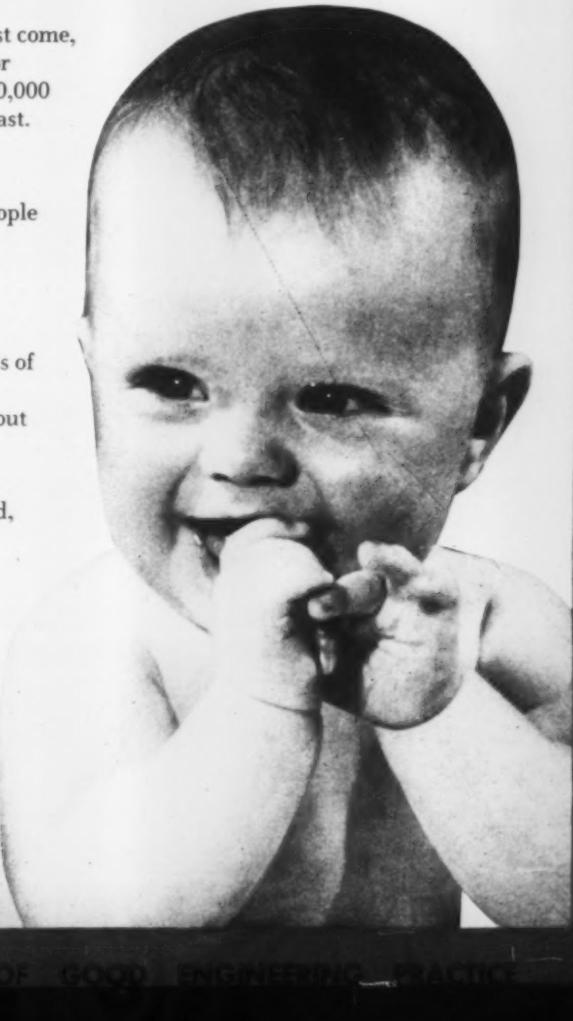
While transportation is still a pressing problem, the need for creating a receptive *preference* among millions of customers is a more immediate one. Your product may not be the first to arrive in the stores, but you can, by radio, and WOR, quickly create patience and dealer enthusiasm; keep buyers' funds cautiously reserved for what you have manufactured, or are just about to launch.

Yes, competition will be keen. In many cases it will be first come, first bought. But whether your product hits the market first or afterwards, WOR can make the majority of more than 18,000,000 people in seven great states do what you want them to do—fast.

WOR can plant the story and merits of your product or service in the minds and hearts of thousands of potential customers in 33 great cities containing more than 100,000 people each. WOR can reserve space for you on the shelves of the greatest concentration of retail and department stores in the United States.

Proof? In less than 13 weeks, WOR obtained 43 new department store outlets for one war product; added hundreds of new dealers and increased its sales in Albany, Boston, Philadelphia, Southern New Jersey, Maryland and throughout other sections of the Eastern Seaboard.

What WOR did in that *short time*, so effectively, for this business baby, it can do for yours. And the cost, we might add, will leave you grinning contentedly and asking yourself, "Now, why didn't I think of WOR sooner?"



—that power-full station **WOR**

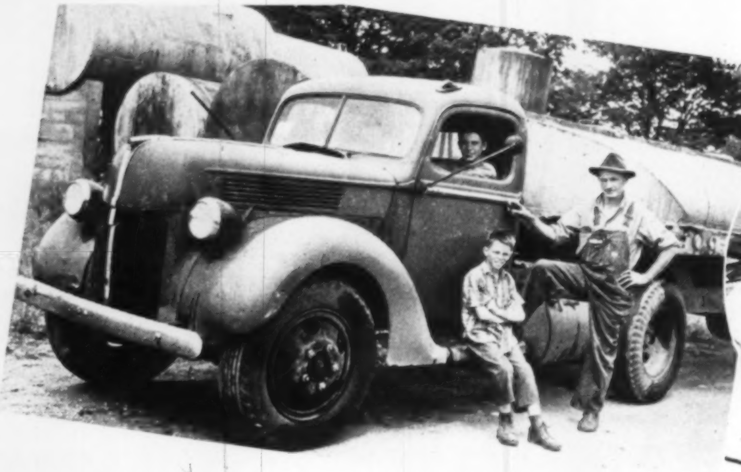
at 1440 Broadway, in New York

MUTUAL

IN THIS ISSUE: TEXT OF FM STANDARDS OF GOOD ENGINEERING PRACTIC

Clinton Fleming's tank wagon business is right on the home place. Here he stands beside one of the big trucks; Lynn is driving, Marvin on the running board.

Lower right: This is the Fleming family, old friends of WLS. Mr. Fleming (left) holds Kathy, age 2; Mrs. Fleming holds 4-year-old R.J. Standing by the radio are Marvin, 10, Lynn, 15.



Ila Mae, 17, at work in the printing d partment of the telephone company.

CROSS SECTION of your *Michigan Market*

THE FLEMINGS OF ALLEGAN COUNTY —PROSPECTS FOR YOUR PRODUCT

THE FLEMINGS of Allegan County, Michigan are a combination *farm* and *business* family. Ila Mae, 17, works in nearby South Haven for the Tri-Counties Telephone Company. Mr. Fleming, with his brother, Jesse, operates a gasoline tank wagon business. And the family farms 220 acres—milking 18 Jersey cows, raising 90 hogs. Car, tractor, telephone, trucks, electricity . . . all are accepted parts of daily life.

To the Fleming family, WLS is a daily influence. They tune our news broadcasts regularly; they like Dr. John Holland's Morning Devotions and WLS Feature Foods. One family project is attending church every Sunday; another, delayed by wartime help shortages, is to visit Chicago and see the WLS National Barn Dance. Their WLS listening habits began in 1938 when they bought their first radio set.

For more than 21 years, WLS has worked for Midwest American families like the Flemings. Our million-letters-a-year indicates both the size of this audience and the *response* our friendly service brings. To profit from the *confidence* this four-state audience has for WLS, call a John Blair man today. He can give you added facts about the station, its *listening friends*, and the established programs now available.

890 KILOCYCLES
50,000 WATTS
AMERICAN AFFILIATE

REPRESENTED BY
JOHN BLAIR & COMPANY

WLS

CHICAGO 7

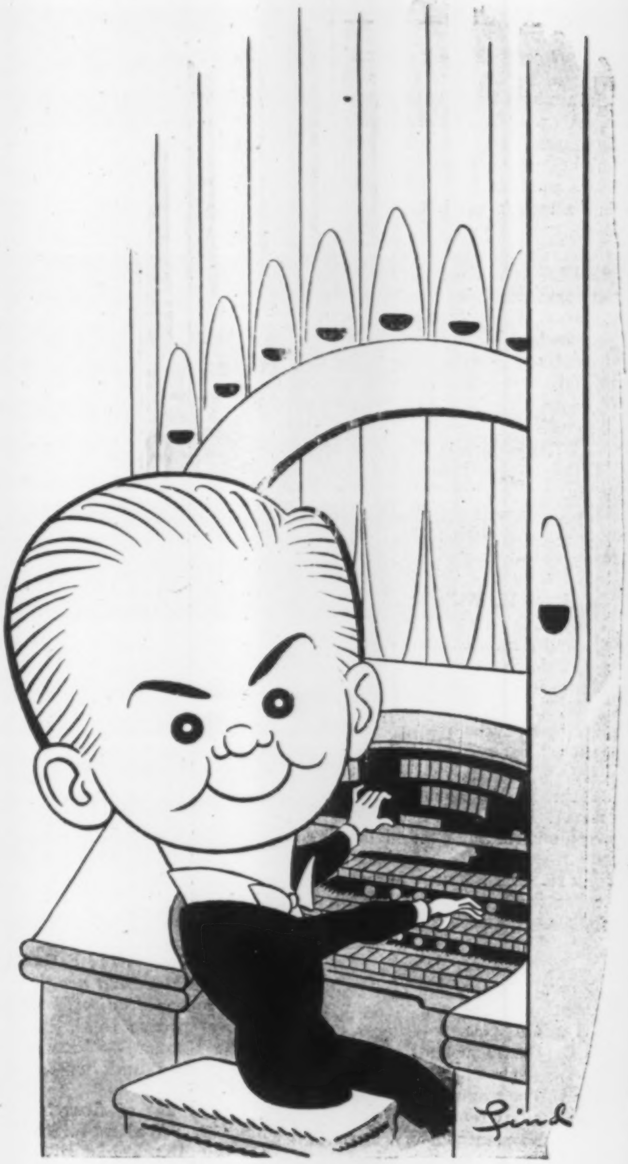
The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLAS

BERNIE DOUBLES IN BRASS



BERNIE ARMSTRONG.. KDKA Musical Director.. rolls up his sleeves and gives, with equal gusto, at the console, on the podium, or as emcee of that zany, informal, daily, three-quarters of an hour of fun and music, "Brunch with Bill."

The energetic Armstrong lives and eats music. He is a genius at ferreting out new talent. As one of the outstanding figures in the Pittsburgh entertainment-field, Bernie meets a strenuous schedule on KDKA. On Wednesdays, from 7:30 to 8 P.M., he is organist for the Duquesne Light show; Mondays through Fridays, 8:15 to 8:30 A.M., he plays for the Dream Weaver show; and on Fridays, 7:30 to 8 P.M., he directs the music on the Duquesne Brewing Co. program, KDKA's largest local production.

From its inception, KDKA, America's first broadcasting station, has been noteworthy for the calibre of its musical offerings. Today, the musical cravings of the millions in KDKA's vast Tri-State primary are competently served by versatile Bernie Armstrong and the top-notch musicians under his direction. Why not put Bernie's baton to work for *your* product?

KDKA
PITTSBURGH
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

KEX • KYW • WBZ • WBZA • WOWO • KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX • KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

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Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

BEFORE CHET LaRoche forsook executive direction of American, he made effort to buy control of network in which he is 12½% stockholder. Ed Noble, who paid $8,000,000 cash for erstwhile Blue two years ago, not only did not entertain proposal but probably won't sell for three times what he paid, if he would sell at all. Better bet is LaRoche's stock may be repurchased.

MANY AFFILIATES are astir over what standard time network schedules are doing to local and spot accounts. While time shifts have been perennial headache, it's far worse now because spot and local schedules are so well set and more schedules in non-premium time are sold.

THAT BROADCAST mission to the Pacific, sequel to recent ETO trip, is still very definitely on. Lt. Col. Jack Harris (ex-WSM Nashville), MacArthur's radio aide, was in Washington last week to discuss plans with Col. E. M. Kirby, Army radio chief, and NAB officials.

FORMER Gov. William H. Wills tried to resign from FCC fortnight ago following return of a cardiac condition. He felt he had let his FCC colleagues down after only a few weeks of stewardship (he assumed office July 23). His colleagues, however, wouldn't hear of it. Incidentally, Gov. Wills is progressing nicely and is expected back soon.

NOW THAT Justin Miller has taken over NAB's helm, with A. D. (Jess) Willard new executive vice-president, as right-hand bower, sweeping changes in entire NAB format and operation are in store. C. E. Arney Jr., secretary-treasurer, most likely will be prevailed upon to remain, but beyond that nothing is certain.

SIDELINE observers are looking for what might be radio legal contest of the year in connection with Buffalo Broadcasting Corp. problem before FCC [BROADCASTING, Sept. 17]. Representing BBC is Frank D. Scott, oldest attorney in point of Washington practice and a hard fighter. James Lawrence Fly, ex-FCC chairman, has just been retained by Churchill Tabernacle, which had a sort of long-term lend-lease arrangement with WGR and WKBW, upon which the FCC frowns.

UNLESS FCC gets boost in appropriation pretty soon, it's going to be in a bad way for professional talent in both engineering and law departments. There are literally hundreds of applications for FM and television, not to mention AM new station and modification of license pleas, to process. Commission will be running a three-ring circus, with hearings in progress three or four deep after Oct. 7 deadline on 60-day cooling off period on new applications. Plea may be made to Attorney General Tom C. Clark to borrow DOJ attorneys

(Continued on page 90)

Upcoming

Oct. 1: FCC Hearing on WINS sale, Room 2232, New Post Office Bldg., Washington.

Oct. 1-2: NAB Board Meeting, Inauguration Justin Miller, Oct. 2, Washington.

Oct. 3: NAB Legislative Committee, Washington.

Oct. 10-11: RMA-Canadian RMA joint meeting Westchester Country Club, Rye, N. Y.

Oct. 11: FCC Hearing on proposed TV rules.

Oct. 15: FCC hearing on FM assignments in New York.

Oct. 20: FMBI Board, Ambassador East Hotel, Chicago.

Bulletins

WIBG Philadelphia, 10,000 w on 990 kc has appointed Adam J. Young Jr., as national sales representative. Ed McKeon, personal representative of WIBG in New York, continues in that capacity.

OFFICIAL date for the end of the wartime Office of Censorship was set for Nov. 15 in an order issued Friday by President Truman. Censorship's policy board was terminated as of Sept. 28.

FCC Friday afternoon announced postponement to Oct. 11 of hearing on commercial television rules and standards. Hearing originally was scheduled for Oct. 4 but several interested groups contended they could not prepare evidence by that time. Time for filing briefs and appearances extended to Oct. 8.

'RADIO THEATER' HEADS FIRST FIFTEEN

MOST POPULAR program latter part of September was *Radio Theater*, with rating of 21.4, according to C. E. Hooper Sept. 30 National Hooper Ratings. Bob Hope, with 20.6, was second and *Screen Guild Players* third with 19.2.

Remainder of first 15: *Mr. District Attorney*, 17.6; Walter Winchell, 16.3; *Charlie McCarthy*, 15.3; *Take It or Leave It*, 15.0; Joan Davis, 14.6; *This Is My Best*, 14.6; *Inner Sanctum*, 14.6; Lowell Thomas, 13.8; *Music Hall*, 13.5; Judy Canova, 13.3; *Doctor Christian*, 13.2; *People Are Funny*, 13.2.

Average available audience was 76.8, compared to 72.1 in the Sept. 15 report and 75.7 a year ago. Average sets-in-use was 25.8, compared with 22.5 in the last report and 24.9 a year ago. Average rating was 7.9, compared with 6.4 in the last report and 7.5 a year ago.

U.S.T. SETS START AT $19.95

U. S. TELEVISION Mfg. Corp. announced prices of radios will begin at $19.95, with most expensive video combinations ranging up to and over $1,000. Final retail prices still in hands of OPA.

Business Briefly

CARNATION ADDS 80 ● Carnation Co., Milwaukee (evaporated milk), Oct. 1 added 8 stations to NBC net carrying *Contented Hour*, bringing total to 148 stations. Agency, Erwin, Wasey & Co., N. Y.

BISCUITS ON 'SUNRISE' ● Ballard & Ballard, Louisville (Oven Ready Biscuits), Oct. begins series of participating spots on *Sunrise Salute*, 6-6:55 a.m. on WBBM Chicago. Agency, Henri, Hurst & McDonald, Chicago.

WESTERN AUTO ON NBC ● Western Aut Supply Co., Los Angeles, Oct. 1 began weekl half-hour *Circle Arrow Show* on 20 NBC stations, 9:30-10 a.m. (CST). Contract for 5 weeks was placed by Bruce B. Brewer Agency Kansas City.

COFFEE SPOTS ● Ben Hur Products, Lo Angeles (coffee), Oct. 1 started using fro three to five transcribed announcements dail on 50 western stations. Agency, Foote, Cone Belding, Los Angeles.

SKELTON TO RETURN ● Brown & Williamson Tobacco Corp., Louisville (Raleigh cigarettes), will resume Red Skelton on NBC Tues. 10:30-11 p.m., probably sometime in Januar B & W now sponsors Hildegarde, Tues., 10:30-11 p.m., and *An Evening With Romberg*, Wed. 8:30-9 p.m. Agency, Russel M. Seeds Co. Chicago.

CHUCKLES SPONSORS ● Fred W. Amen Co., Danville, Ill. (Chuckles candy) Oct. 2 begins *Ty Tyson Interviews*, 12:15-12:30 p.m. Monday-Friday on WWJ Detroit. Contract i 52 weeks. Sponsor also purchased participatin spots on *Uncle Don* on WOR New York, effective Oct. 16. Agency, Henri, Hurst & McDonal

TUMS RENEWAL ● Lewis Howe Co., St Louis (Tums) on Oct. 16 renews *Date Wit Judy* on NBC Tues., 8:30-9 p.m., for 52 weeks Agency, Roche, Williams & Cleary, Chicago.

MAGGI PARTICIPATIONS

MAGGI Co., New York, (seasoning boullio cubes) is sponsoring *Meet the Missus* twice weekly on WJR Detroit; has begun 52-week participation in *Housewives Protective Leagu* on KMOX St. Louis; three participations weekly on *Women Only*, WHAM Rochester and *Bo Smith Show* on WBEN Buffalo. Company has renewed for another year its participations o *Bessie Beatty* and *McCann Pure Food Hour* o WOR New York; *Housewives Protecti League*, WBBM Chicago; *Beulah Carne* WENR Chicago; *Ken and Caroline* with *Yankee Kitchen* on Yankee Network; Mildred Carlson's *Home Forum*, WBZ Boston. Agency Needham & Grohman, New York.

QUAKER QUIZ

QUAKER OATS Co., Chicago, (Ful-O-Pep Sept. 29 started *Man on the Farm* recorde quiz series, on WOR New York, Sat. 1-1:3 p.m. Quaker also sponsors *Those Websters* o 120 CBS stations and *Quaker Breakfast Parade* starting Oct. 8 on 9 Don Lee stations, six weekly. Agency, Ruthrauff & Ryan, New York

SPECIALTY SHOPS
ON NEW ORLEANS'
CANAL STREET
KNOW IT

STORES ON
THIBODAUX'S
MAIN STREET
KNOW IT

SEA FOODS
Coca-Cola
SHOES

Folks turn first to—

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts ★ Clear Channel ★ CBS Affiliate

Represented Nationally by The Katz Agency, Inc.

"by the company he keeps"

PAXTON & GALLAGHER

Three 15-minute Programs (Butter-Nut Coffee) and Five Spot Announcements (Butter-Nut Flour) Weekly.

Buchanan-Thomas, Omaha

ZALE'S JEWELRY COMPANY

Three 15-minute Programs Weekly of Man-On-The Street "UMBRELLA MAN".

Basic American
November 1, 1945

KOIL

Represented by Edward Petry Co., Inc.

CBS in Omaha

GORDON GRAY,
General Manager

5000 WATTS . 1290 KILOCYCLES

BROADCASTING
The Weekly Newsmagazine of Radio

Published Weekly by Broadcasting Publications, Inc.

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James Montagnes, *Manager.*

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4TH IN LUMBER BUILDING AND HARDWARE SALES

$3,750,000 IN 1944

SHREVEPORT. LOUISIANA

STACKS UP!

among the 12 cities of 115,000 to 125,000 population

12TH IN POPULATION

ANY city that ranks TWELFTH in size in a group of the nation's twelve cities with populations of 115,000 to 125,000 and FOURTH in the lumber, building and hardware sales for a year, is a city that "STACKS UP."

That's the score that proves that Shreveport, capital of the Ark-La-Tex, is the capital of one of the nation's richest market areas. And that's the area blanketed by 50,000-watt KWKH.

"THE SELLING POWER IN THE BUYING MARKET"
KWKH
ARKANSAS
SHREVEPORT
LOUISIANA
TEXAS

KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

No

skeletons in our closet...

(just a long-time record of picking talent that goes to the top)

You can peek into all the closets you want at WBT. We've nothing to hide—least of all our flair for picking some of the liveliest and most successful radio talent ever to stand before anybody's microphone.

WBT's alumni are an illustrious group. There's Johnny Long, for example, and Kay Kyser. WBT listeners knew Johnny when his now-famous Southern drawl was only one of many; they remember Kyser when his "how y'all" shook only Charlotte rafters. WBT audiences were the first to dance to the music of Skinnay Ennis, John Scott Trotter and Saxie Dowell, back when *Variety* would have referred to the batch of them as "unknowns".

Lansing Hatfield and Norman Cordon began their journey to the stage of the Metropolitan from WBT's studios. Joan Brooks, Alfred Garr, the Golden Gate Quartet and The Four Knights—*they* all started at WBT. So did newsman Bill Shadell (formerly CBS correspondent in Europe), announcers Sandy Becker (of CBS, New York) and Bill Bivens, also sportscaster Russ Hodges.

This knack WBT has of recognizing big-time talent and pushing it along to national prominence is still as sharp as ever. (It's also helped us win six *Variety* "Showmanagement" plaques—more than any other station in the country.) Look at *Camp Meetin' Choir*—30 richly melodious negro voices that have hit the popularity jackpot via CBS' *Wings Over Jordan* after only six months on WBT. Or the *Johnson Family*, three-year singing favorites of WBT listeners, featured coast-to-coast over the Columbia Network during the past summer.

People of the Carolinas acclaim WBT's "discoveries" with open enthusiasm. But they have the same welcome for products of sponsors who advertise over WBT. Don't keep our 659,814 radio families* waiting any longer. Call us or Radio Sales today.

WBT

CHARLOTTE · 50,000 Watts

The South's Best Salesman

CBS

**Net weekly circulation, CBS estimated radio families, 1944.*

REPRESENTED BY RADIO SALES, THE *SPOT* BROADCASTING DIVISION OF **CBS**

They Shouted It From The Hilltops

In ancient Persia, sentinels stationed on mountain peaks broadcast important messages by shouting to one another. With the power of the human voice, unamplified, rated at less than one watt, the chances are the reception wasn't so good.

Radio Station

WFLA

serving the Tampa-St. Petersburg area,

has 5,000 watts—day and night! Its "voice" clearly reaches more listeners—and loyal ones—than any other station in Florida's richest trade area.

They are "loyal" because WFLA gives them the very satisfactory combination of top-ranking NBC programs, complete, up-to-the-minute news coverage and live local shows.

To reach these folks with money to spend, today and tomorrow, use WFLA, the most-listened-to station in the Tampa-St. Petersburg market.

5000 WATTS DAY AND NIGHT

WFLA

TAMPA NBC

NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.

My Impression of Europe

(Third of a series by members of the U. S. Mission to ETO)

By JOHN E. FETZER

Owner, WKZO Kalamazoo and WJEF GRAND RAPIDS
Former Assistant Director, Office of Censorship, Broadcast Division

Mr. Fetzer

STRANGELY enough the radio trip to ETO brought me an entirely unexpected reaction. Before embarkation I definitely had in mind a minute inspection of physical radio facilities and operational policies. However, the trip revealed a much broader aspect of radio responsibilities in Europe.

To illustrate, it is necessary to transcend the radio scene and take a look at the peoples of Europe. In England I definitely gained the impression that the common people of that country learned to know something about the common people of America for the first time in history. The English people, tired of war, found a new sympathy, understanding and friendship in the American G.I. That friendship for Americans, in my estimation, must be preserved and fostered.

In France I was impressed with a definite lackadaisical attitude on the part of the people. Having been stripped of her leadership and little hope of effective restoration in the future, France seemingly has quit.

In Italy the least that can be said is that only a frustrated nation remains—a nation, however, that looks to the United States for help.

In Germany the peoples of the bombed-out cities have an inbred hate for Americans and a firm resolve to repeat the atrocities of war

(Continued on page 79)

Sellers of Sales

JAKE

DELIVER an audience to your sponsor and you'll deliver his sales message effectively.

That's Jake Embry's theory. As assistant to Tom Tinsley, president of WITH Baltimore, Jake has put his theory into practice, has seen the station develop into one of the country's most potent 250-watters.

Without network affiliation, WITH had to compete with the nation's top programs. Jake's job as sales manager was to bring in the revenue. He knew that before he could interest advertisers, he had to deliver an audience. To keep those sponsors WITH had to hold its audience. Big-time musical productions were built with transcriptions; news is a top commodity, but over-all public service is the guiding factor.

Public service to Jake means giving the public what it wants. He learned something of the public pulse as a school teacher in Mississippi. Jake received his A.B. from Millsaps College and was appointed superintendent of schools at Sunflower, Miss. Later he became principal and coach at Cleveland, Miss., high school. In Cleveland he met the girl who now is Mrs. Embry.

Jake took a post-graduate course at Columbia U. Hearst general advertising office hired him to do a research job. When he finished, he was offered a berth in the organization. Jake took a course (from Hearst) in radio advertising and salesmanship in New York, then was sent to WBAL Baltimore to become general sales representative.

After 7½ years he joined WITH as commercial manager, later becoming assistant to the president. Now that Mr. Tinsley is operating the new WLEE Richmond, Va., Jake has been named vice-president of that station. (See dedication story, page 40).

Robert Campbell Embry was born Jan. 28, 1909, in Belzoni, Miss., but long ago he lost his given name and became "Jake". He's active in the Baltimore Adv. Club, is a member of the Maryland Mfrs. Representatives, Cosmopolitan Club, Societe de Gentlemen Chefs de Cuisine and the Navy League.

18 shows per week on WWDC

Tru-Blu Beer is one of the top beverages in Washington, D. C.

And what does Tru-Blu depend on in radio to keep its sales going full speed ahead?

That management uses WWDC exclusively. They put on 18 shows per week!

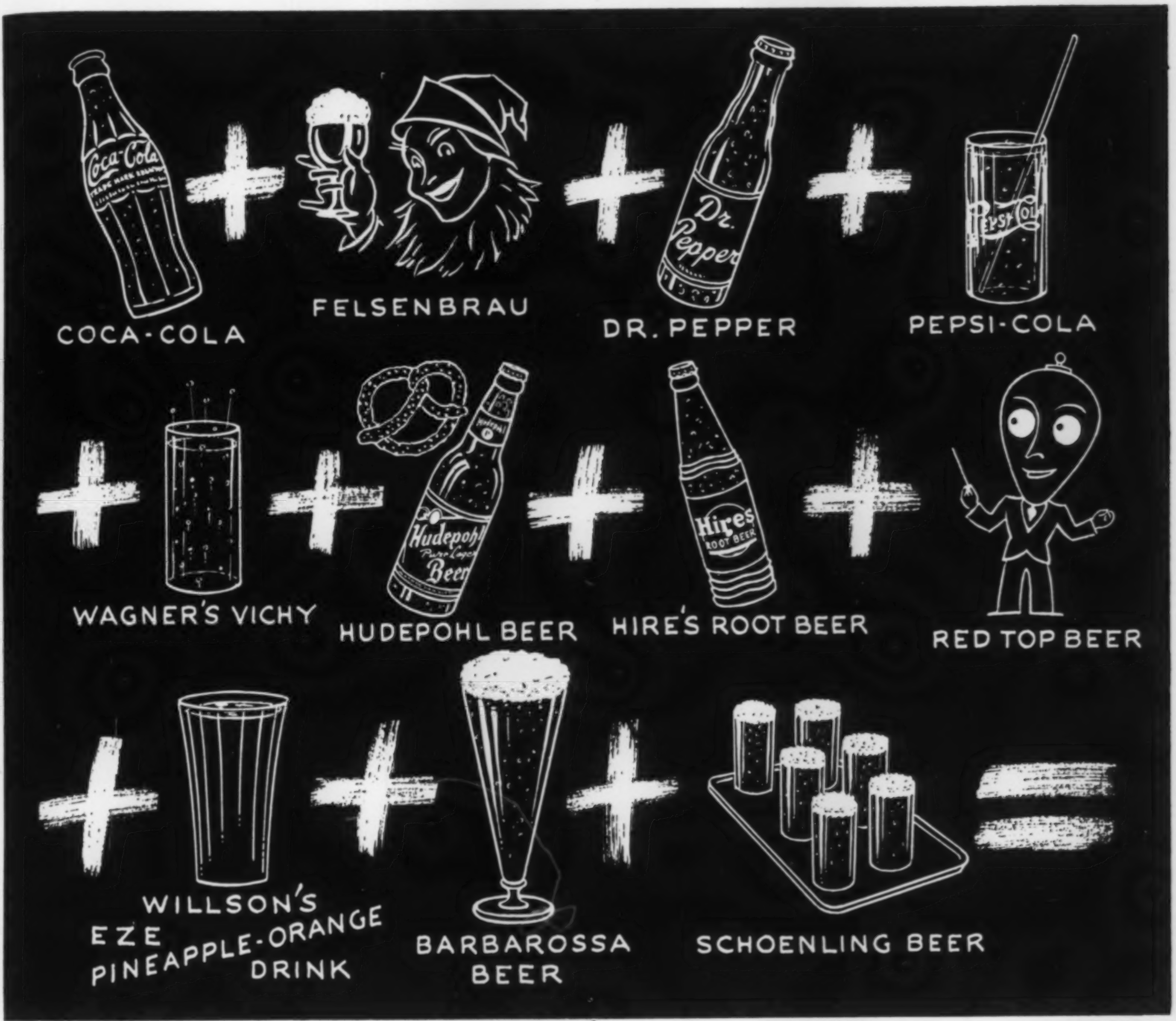
Here's another performance record in the favor of aggressive and imaginative programming.

If you've got something to sell down our way . . . take another look to see that WWDC is on your schedule.

WWDC

the big sales result station in Washington, D. C

Represented nationally by
WEED & COMPANY


COCA-COLA
FELSENBRAU
DR. PEPPER
PEPSI-COLA
WAGNER'S VICHY
HUDEPOHL BEER
HIRE'S ROOT BEER
RED TOP BEER
WILLSON'S EZE PINEAPPLE-ORANGE DRINK
BARBAROSSA BEER
SCHOENLING BEER

Good THIRST-QUENCHING Company FOR YOUR CLIENT ON WSAI

A Marshall Field Station,

CINCINNATI 2, OHIO

BASIC AMERICAN BROADCASTING CO.

This is the third in a series of advertisements inspired by WSAI's pride in the quality and prominence of its national and local advertisers.
Next: CANDY

THE BUGLE
1903
THE BUGLE

Is Your Audience a Victim of "Boiler-Plate"?

"BOILER-PLATE" is the old name for canned news, sent in the form of a printing plate to country newspapers, all ready to slap on the press and start rolling.

It is passing out of the newspaper picture because it is not adequate for even the smallest and most remote rural needs today. Yet, even in its heyday, no newspaper worthy of the name could survive on boiler-plate alone. There had to be local news and the sure, local touch of a competent editor.

Is your radio station dependent today on "boiler-plate" news? If so, your news programs are unprepared to meet the challenges of a changing world and the new trends in audience interest.

As the flow of news shifts from a war to peace basis, your listening audience will demand something more than "canned" news bulletins—"boiler-plate." There will be greater emphasis on the story *behind* the story and its international, national, or regional significance. There will be greater emphasis on human interest stories.

Right now, there is much evidence that listening news audiences are hungry for something more than "boiler-plate." If they have heard a "canned" news program half an hour or fifteen minutes before from another station or network—the same news in the same words—they will turn the dial. And it will become a habit.

International News Service sends to radio stations precisely the same variety of news and human interest news-features that it sends to newspapers. Its news service is written so that it can be read aloud without change or simply and easily edited to fit time limitations or regional interest, when desired. It has always been a principle with INS that news which cannot be read aloud easily is not properly written for either newspapers or radio.

In INS, you get more news than you can use—and this is a DISTINCT ADVANTAGE because you can SELECT what you feel best suits the interests of your own audience.

Today, more than ever, INS is the greatest combination news and news-feature service for radio. Always in the vanguard of changing trends, INS has been building the news-feature as well as the news elements of its service on an entirely new plane—easy to read, easy to understand, easy to edit . . . and vital in audience appeal.

With INS you get the news that is important to your area, as well as the news that is important nationally and internationally. If you employ commentators, they have the greatest treasure-store of source material available to them day in and day out. You can build prestige, faith, and public interest in your station more soundly than by any other improvement you can make.

News is radio's greatest audience builder. We shall be happy to guide any station in establishing the kind of distinctive news coverage which will enhance its standing in its community Ask us to send a representative or write for details to:

INTERNATIONAL NEWS SERVICE

FRANK J. NICHT, *General Sales Manager,* 235 EAST 45th STREET, NEW YORK CITY, N. Y.

C
CHAMPS
WGN

CHAMPIONS OF SPORT...

Chicago baseball fans are toasting the Cubs these fine October days . . . Charley Grimm and his team can write their own ticket . . . Wrigley Field shines like a new dime . . . and millions of Chicagoland fans, unable to see the thrilling spectacle of a World Series, vote an orchid to WGN for bringing the games to them.

WGN has long been a champion for sports fans. In addition to an exclusive Chicago airing of the World Series, WGN listeners are treated to an 11 week schedule of outstanding college football games, a regular Friday evening sports forecast and a daily strip known to millions as "The Inside of Sports."

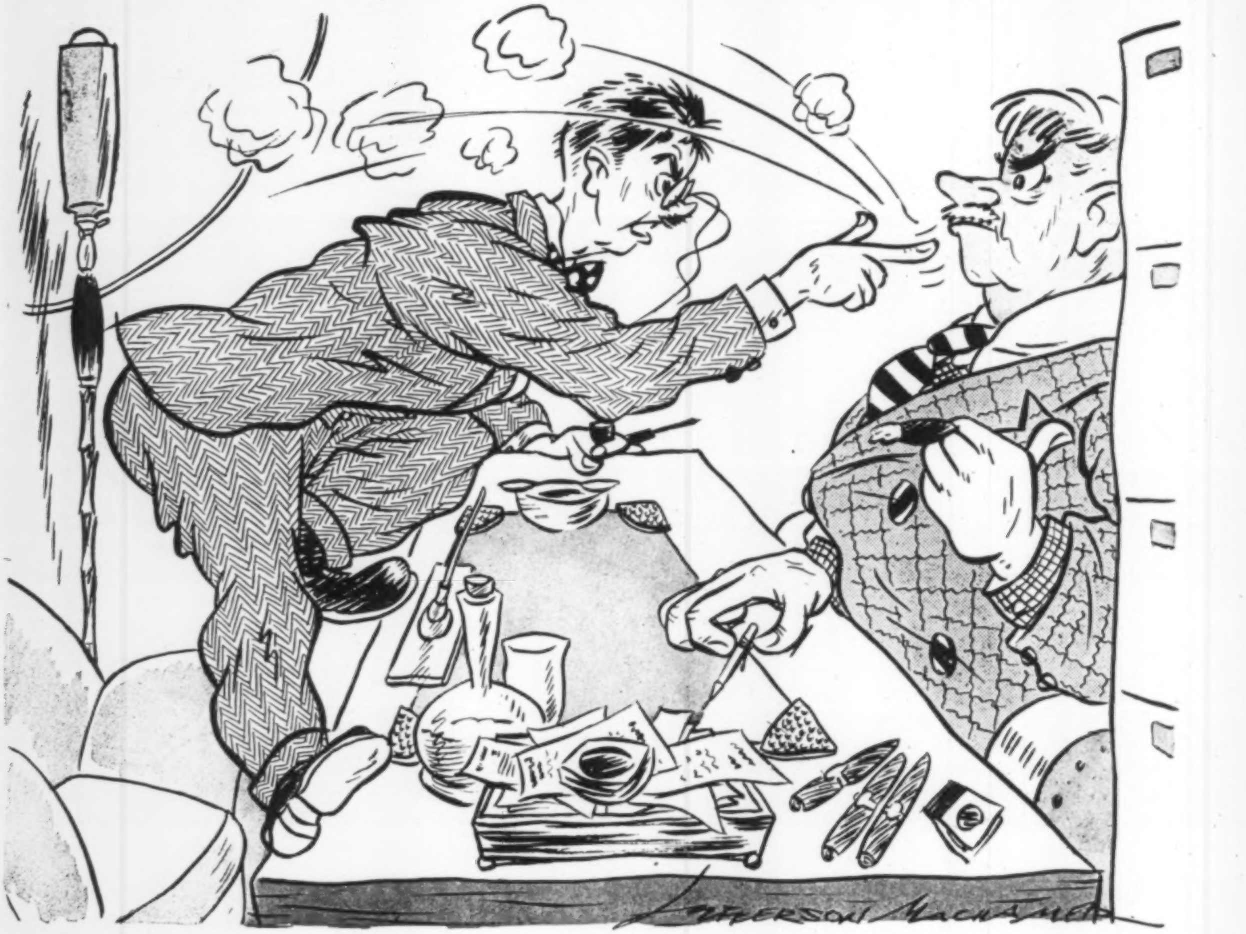
A Clear Channel Station . . . . . .
Serving the Middle West

WGN

CHICAGO 11
ILLINOIS
50,000 Watts
720 Kilocycles

MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast: Edward S. Townsend Co., Russ Building, San Francisco, Calif.



"It's management that makes a station, Mr. Blunk!"

A salesman can be a big, strong guy, and still pack an empty order-book. And it's the same way with radio stations.

The stations listed at the right don't just *happen* to be good producers. They're *well-managed* stations—headed by men who realize that their stations' success depends upon the combination of steady listeners and steady advertisers—that this combination in turn depends upon top-notch salesmanship and showmanship, inspired programming, and sound public relations. When such men accept your account they also accept the duty of doing their utmost to sell your *product*. And, being good managers, they know how to do it!

We're proud to represent every one of them. You'll be happy to be associated with them.

EXCLUSIVE REPRESENTATIVES:	
WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
KIRO	SEATTLE
and WRIGHT-SONOVOX, Inc.	

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 **DETROIT:** *645 Griswold St.* Cadillac 1880 **SAN FRANCISCO:** *111 Sutter* Sutter 4353 **HOLLYWOOD:** *6331 Hollywood* Hollywood 2151 **ATLANTA:** *322 Palmer Bl* Main 5667

BROADCASTING
and BROADCAST ADVERTISING

VOL. 29, No. 14 WASHINGTON, D. C., OCTOBER 1, 1945 $5.00 A YEAR—15c A COPY

Papers Buy WFIL, WHDH in Big Deal

Philadelphia and Boston Dailies Bid For Stations

TWO OF THE nation's top newspapers—*Philadelphia Inquirer* and *Boston Herald-Traveler*—consummated transactions last week (subject to customary FCC approval) which would give them established standard station adjuncts.

The *Inquirer* purchased WFIL Philadelphia from Lit Bros. for $1,900,000. The *Herald-Traveler* acquired WHDH Boston for approximately $850,000 from Matheson Radio Co. Inc.

Both transactions will be subject to whatever policy the Commission decides upon following oral arguments Oct. 27 on its proposed revolutionary "open bid" procedure. This policy will be established in pursuance of the FCC's split decision in the Avco-WLW case, wherein the FCC majority proposed that sales transactions be thrown open to public bids with the Commission itself to select the purchaser on the basis of responsibility, integrity, public service and other factors.

Announcement of the WFIL sale came last Thursday from George H. Johnson, president of Lit Bros., and Walter H. Annenberg, publisher of the *Inquirer*, leader in the morning field. WPEN, Philadelphia independent regional, was purchased by the *Bulletin*, afternoon leader, for $620.000 last year-end.

WHDH, which operates on 850 kc with 5,000 w fulltime, is an independent, having lost its Blue (American) network affiliation to WCOP Boston last June. Robert B. Choate, publisher of the newspapers, and Ralph G. Matheson negotiated the transaction, which is for the acquisition of the WHDH stock by the Fidelity Broadcasting Corp., wholly owned subsidiary of the Herald-Traveler Corp.

Application for the Boston transfer already is before the FCC. It shows that WHDH during the first six months of 1945 (while it was a Blue outlet) had gross income of $268,471, expenses of $161,910 and a net income before taxes of $106,561. Net profit after taxes for the six-month period was $34,092. In 1944 WHDH had a gross income of approximately $600,000 and a net income before taxes of approximately $300,000.

The Philadelphia sale covers purchase of WFIL and its affiliate, WFIL-FM, as well as the transmitter side for the latter station. The Widener Bldg., in which WFIL studios are located, and securities owned by the station are not included. Accounts receivable and quick assets remain with the seller. Applications for transfer will be filed with the FCC within a fortnight.

It was also announced that Roger W. Clipp will continue as general manager and that there will be no change in personnel. Albert M. Greenfield & Co., real estate brokers, negotiated the transaction. Mr. Greenfield is trustee of the company which controls Lit Bros., which in turn owns all the stock of WFIL Broadcasting Co.

The *Inquirer* also is an appli-

(*Continued on page 85*)

Elliott Roosevelt Seeks to Buy Outlet

By **FRED SAMPLE**

ELLIOTT ROOSEVELT wants to get back into radio.

But his interest this time is not in a network. Apparently he wants to be a licensee.

Such is indicated by facts uncovered by BROADCASTING. It has been learned that within the last few weeks, he has been negotiating to buy KWFC in Hot Springs, Ark.

He offered about $75,000 for the station, but was turned down by the owner, Clyde E. Wilson, Hot Springs furniture dealer. Mr. Wilson could not be reached for comment, but the general manager of his station, Robert Choate, acknowledged that "Elliott was interested."

KWFC is a 250 w Mutual affiliate operating on 1340 kc. It went on the air June 21, 1940 under the joint ownership of Mr. Wilson and Howard A. Shuman, each holding 50% of the stock, with the latter acting as general manager. Corporate licensee was the Hot Springs Broadcasting Co.

License was reassigned to Mr. Wilson in 1943, after Mr. Shuman withdrew from the business. Mr. Wilson paid his former partner $49,000 for his half interest at that time, after Mr. Shuman had appealed succesfully against a court decision dissolving the partnership for a $15,000 consideration to be paid for his interest.

A recently discharged Army brigadier general, Elliott, second

(*Continued on page 85*)

"GOOD LUCK" said J. Harold Ryan, retiring NAB president (l) to his successor Justice Justin Miller, who today (Oct. 1) takes over the presidency of the NAB. His contract is for five years. Story on page 17.

FM Technical Standards Set

By **JACK LEVY**

(*See Text, pages 31 to 38*)

SAFEGUARDS to insure good reception by FM listeners and high technical performance by FM broadcast transmitters were established last week by the FCC with the adoption of engineering standards relating to allocation and operation of FM stations.

Combining the latest thinking of the Commission with respect to service coverage of community and metropolitan stations, the standards contain many refinements over those established for prewar FM. They incorporate engineering knowledge acquired during operation of FM in the lower frequencies plus changes to conform with desired service in the 88-108 mc band.

Guide for Manufacturers

The standards will serve as the official guide for manufacturers of FM transmitters and receivers. They cover requirements for antenna systems, determination and maintenance of operating power, construction and location of transmitter, methods for computing interference between FM stations, and other regulations regarding installation and use of equipment.

Together with the Rules & Regulations for FM Broadcasting issued Sept. 12 [BROADCASTING, Sept. 17], the standards provide everything from an engineering standpoint essential for FM operation. Later, the Commission intends to combine in a single reprint both the rules and the standards.

Commissioner E. K. Jett, engineer member of the FCC, called attention to the fact that the standards do not include §3.202 to §3.205 of the Rules, which comprise area classifications and allocation of channels for community and metropolitan stations. These rules, he emphasized, are highly important and should not be overlooked. He reminded engineers that under §3.204 metropolitan stations in Area I are not protected beyond the 1,000 uv/m contour.

On the whole, the standards are expected to be more acceptable to engineers in that some of the requirements under the old band are eliminated and others are simplified. In Part 2, section E, relating to service area prediction, it is no

(*Continued on page 85*)

Boosters for All AM Stations Possible

War Developments Pave Way for Satellites

By J. FRANK BEATTY

SATELLITE transmitters — hundreds, even thousands of them—will soon be technically feasible, permitting AM broadcast stations to supply good signals in populous areas where their coverage now is weak.

Engineers representing several leading makers of transmitters have just started work on recommended standards for unattended satellites—extra AM transmitters that will pick up a station relay signal above 1,000 mc and rebroadcast on the standard broadcast frequency.

When their work is done—perhaps within a month—manufacturers will be able to turn out satellite transmitters based on equipment developed during the war for military purposes.

WARTIME progress in ultra-high frequency transmission offers solution to spotty coverage of broadcast stations, one of industry's critical problems. Transmitter makers now are able to make 50 or 100 w unattended equipment that can be spotted by stations in populous areas where they have weak signals. RMA group is now rushing job of setting standards for these satellite transmitters and may finish within a month.

Conceivable is a vastly improved standard broadcast band in which stations will lay down strong signals in the thousands of spots now lacking adequate service. Wartime technical progress will supply the equipment. Engineers will quickly work out routine problems that block production of transmitters.

Then the development of satellites becomes a matter of allocation engineering—a matter that involves FCC policy decisions as well as the planning of station operators and their engineers.

Frazier Chairman

Actual work of reducing satellite transmission engineering to recommended standards has just been started by the Subcommittee on AM Satellite Transmitters of the Radio Manufacturers Assn. The project was undertaken at a meeting held Sept. 19 in New York, following original recommendation last autumn by Panel 4 of the Radio Technical Planning Board.

Chairman of the subcommittee is Howard S. Frazier, NAB Director of Engineering. Members who attended the organization meeting were A. C. Goodman, Western Electric Co.; I. R. Weir, General Electric Transmitter Division; M. J. Oman, RCA; Everett L. Dillard, Commercial Radio Equipment Co.; R. N. Lindsay, Bell Telephone Labs.; E. J. Coxey, Federal Telephone & Radio Corp.

Representing a heavy share of the industry's transmitter production capacity, these engineers were of the opinion that peacetime application of military equipment developed during the war offered hope to strengthen the weak spots in the broadcast band.

The transmitters would operate on frequencies above 1,000 mc, a region in which progress was extremely rapid during the war. Equipment of the type planned for common carrier relays probably would prove suitable.

Judging by present thought of these experts, complete installation of a booster transmitter should cost less than $10,000. Transmitter firms are hoping this sum will more than cover the cost of transmitter and interconnecting high-frequency equipment.

Four Transmitters

At present only four satellite transmitters are in operation. WINX Washington has a suburban booster station in which a receiver located in the cone of silence above the satellite antenna picks the downtown signal out of the air and rebroadcasts it. WWDC Washington has a satellite connected by wire line to a suburban transmitter. WSAI Cincinnati, located outside the city, feeds a downtown satellite by wire line. WLLH Lowell, Mass., has a booster in Lawrence.

WBZA Springfield carries the same program as WBZ Boston but the operation is regarded as synchronous rather than satellite because of the distance between the cities.

Among objections mentioned to the pickup of a station's standard broadcast signal off the air is the fact that any interference and fading are carried on the booster signal. The wire connection does not have this disadvantage but is regarded as expensive and the installation also is difficult in many sections where existing poles are not available.

It is proposed to use an ultra-high frequency signal of perhaps a fraction of a watt to relay broadcast signals to boosters.

Past development of satellites has been blocked by complexities

(*Continued on page 80*)

OPA Controls Peril Yule Set Making

Search for Information Is Discouraged By Agency

By BILL BAILEY

UNLESS the Office of Price Administration acts quickly to (1) lift controls from radio parts or (2) fix price ceilings, there'll be few radio sets on the market by Christmas, unemployment will be rampant in the manufacturing field and the public must wait until some time next year for promised receivers.

That's the consensus of opinion among manufacturers after weeks of bickering with OPA. Radio Mfrs. Assn. has requested action. OPA has countered with demands for cost production data. Manufacturers say they can't give such data because of the peculiarities of the radio set-making industry.

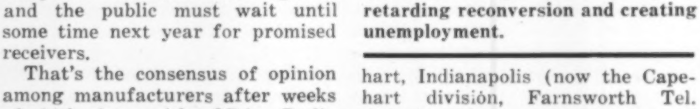
Sen. Homer E. Capehart (R-Ind.), former head of The Capehart, Indianapolis (now the Capehart division, Farnsworth Tel. & Radio Corp.), manufacturers of combination radio-phonographs, is carrying on a one-man campaign in Congress to break down the OPA resistance to industry. Said Sen. Capehart: "Unless the OPA does something soon, there won't be any radio set manufacturing and thousands of people will be unemployed."

Reliable reports in the manufacturing industry that OPA will announce final increase factors for set parts on Oct. 3 could not be confirmed. Nor were they denied at OPA where officials refused to give any information. Manufacturers, meanwhile, won't turn a wheel until OPA takes action. Sen. Capehart (R-Ind.) charges OPA policy is retarding reconversion and creating unemployment.

Despite flat assertions of OPA officials that they'd "give no information," BROADCASTING learned that the OPA through the "back door," has assured manufacturers that on Oct. 3 price ceilings will be set on parts and receivers. Efforts to confirm that at OPA led to a merry-go-round of buck passing.

Earl Morse, head of the parts pricing division of OPA who is supposed to know what's coming next, was too busy to see a representative of BROADCASTING. His

(*Continued on page 89*)



Drawn for BROADCASTING by Sid Hix

"It's a reporter! He wanted to know about receiving set prices!"

NAB BLAMES OPA

Sets No Nearer Now Than On VJ-Day

IN A STATEMENT Friday, NAB asserted that the nation is little nearer new radio sets than it was on VJ-Day and, comments NAB, "it's OPA trouble". Following is the statement:

"Despite the page ads in national magazines, chunks of newspaper copy, and some broadcast advertising, the nation is little nearer new radio sets than it was on VJ-Day.

"'It's OPA trouble' asserts our reliable grapevine.

"A mere trickle of sets is being produced today. Mostly samples. Some parts manufacturers are producing for stock . . . to be released to set manufacturers when, as and if they get a suitable price.

"Should the break come anytime soon, it would be possible for a considerable quantity of new sets to reach the public by year's end.

"It is understood that ample parts are flowing into the replacement market, where permitted price schedule is fairly satisfactory".

NAB Suggests 25th Anniversary Stamp

Ryan Forwards Petition To President For Approval

UNITED STATES POSTAGE
25th ANNIVERSARY OF BROADCASTING 1920 1945
CENTS
U.S. POSTAGE

LAST official act of J. Harold Ryan, interim NAB president who retires after nearly two years service, was to send to President Truman this petition for a postage stamp commemorating National Radio Week Nov. 4-10 and celebrating radio's 25th anniversary.

PETITION to President Truman proposing issuance of a commemorative stamp in recognition of the radio industry's service to the nation was sent to the White House Friday by J. Harold Ryan, who retires this week as interim NAB president.

The stamp would be a feature of National Radio Week Nov. 4-10, winding up the celebration of radio's 25 years of service.

An attractive ring-bound volume nearly 2x3 feet, the petition was prepared by Willard D. Egolf, NAB director of public relations. It contains over a hundred letters from leading figures in official, educational, business, religious, civic, service and entertainment circles. These letters, addressed to President Truman, point to the public service of broadcasting in its 25 years of operation and cite reasons for recognition of radio through a commemorative stamp.

Designs Submitted

Two suggested stamp designs are submitted. One stamp, of the large size often used for commemoratives, shows a transmitter house and tower at the right, with city at left and country scene in center. It bears the legend: "United States Postage, 25th Anniversary of Broadcasting, 1920-1945", and is of 3-cent denomination. The other, of conventional upright size, shows a tower over which is the legend "25th Anniversary of Broadcasting", with the "1920-1945" placed across the tower. It also is a 3-cent stamp.

Included in the petition is a presentation of the story of radio in war and peace. Wartime achievements, set ownership data and other information are presented in detail. Inserted in the inside cover is a copy of the NAB book *Management in the Public Interest.*

Resolution authorizing the commemorative stamp petition was approved by the NAB board last Aug. . Should approval be given the petition the Post Office Department would use its own judgment in selection of a design. The two proposed designs are believed to conform to postal practice from artistic and technical viewpoints.

American System

Another step in connection with the National Radio Week was taken last week when NAB sent to stations a statement of policy and general discussion of objectives and methods.

Terming the event "radio's own celebration", NAB points out that it is the American system of broadcasting and not the physical advent of radio that is being celebrated. Since decision to stage Radio Week was reached in mid-September, after winning of the war, NAB explains that the spirit of celebration of victory should permeate the week in view of radio's important contribution in the struggle.

"Radio waits for the writer whose genius will catch the depth and breadth of radio's own story," the NAB statement says. Suggested program ideas include a 25-year parade of radio's public service, parade of music, sports parade, summary of news reporting, recreation of special events and report on radio in emergencies, disaster and war.

Stations are urged to recount their service to civil and military organizations through the year, tying in with their anniversary dates. Those with poster board contracts are advised to feature anniversary copy. Station schedules, house organs and advertising also should carry mesages, the NAB says. Display boards and cabinets in station foyers and other public places are included. Reference to the week is advised in broadcast continuity as the date approaches. Network participation already is being arranged.

Miller Assumes NAB Duties During Meeting Starting Today

JUSTIN MILLER, new president of the NAB, assumes his new duties during a two-day meeting of the trade association's board of directors, starting Monday morning (Oct. 1) and closing the following evening with an inaugural dinner at the Hotel Statler, Washington.

More than 700 persons will attend the dinner, with major Government agencies and the FCC being well represented. Invitations were sent out in mid-September and acceptances were received from most of those in high official posts.

The new president takes office as the trade association nears the climax of radio's 25th anniversary year.

Welcoming ceremonies at the Statler dinner will be in charge of Don S. Elias, an NAB director-at-large and executive director of WWNC Asheville, N. C. Besides contributing the off-the-cuff anecdotes for which he is famed, Mr. Elias will introduce the three speakers: Paul Porter, FCC chairman; J. Harold Ryan, retiring interim NAB president; and Mr. Miller,

(*Continued on page 87*)

Miller on Air

JUSTIN MILLER, new president of the NAB, makes his first broadcast since taking over that position Tuesday, Oct. 2, 10:35-10:45 p.m. over the Columbia Network.

KSD Carries Games

SCHEDULE of the KSD broadcasts of the Missouri and Illinois football games has been announced, with Harold Grimes handling the play-by-play accounts. The eight games will be sponsored by the Boyd-Richardson Clothing Co., St. Louis, retail clothiers. Broadcasts began Sept. 29 and are to continue every Saturday through Nov. 17.

Expect to Expand Spending for Ads

A MAJORITY of national advertisers, 63%, expect to have larger advertising appropriations in 1946 than 1944, and 73% will spend more for advertising than they did in 1940, according to a survey just completed of 152 members of the Assn. of National Advertisers. For the balance of this year, the survey shows, 18% of national advertisers will increase advertising expenditure and only 2% plan reductions.

Only 5% of ANA members expect to spend less for advertising in 1946 than in 1944 and half of these say the reductions are temporary. The remaining 32% will spend the same in 1946 as 1944. Of the 63% planning increases, more than half estimate that they will spend 20% or more above the 1944 level, with the estimates of increases varying from a low of 5% to a high of 300%.

A large majority of ANA members, 87%, reported that reconversion does not represent a major problem and of the remaining 13% only one expected it would take more than a year for its postwar production to equal the prewar volume. Two-thirds of the national advertisers reported definite plans to introduce new products within the next year. Another 2% are uncertain that their new products will be on the market within that time and the remaining 32% do not expect to bring out new products before September 1946.

During the war 70% of the companies asked their advertising departments to take on new tasks, such as public, employe, community and government relations.

FCC REITERATES ITS RULE ON PROGRAMS

DENYING six applications for experimental television and eight for FM developmental stations in the old band, FCC last week reiterated its rule that applicants "make a satisfactory showing of a meritorious programs of research and experimentation".

While recognizing need for developmental work for television in the higher frequencies and for FM in 88-108 mc band, FCC said "it would not grant applications in either of these fields unless the applicant presented a genuine program of research and clearly showed that an experimental station was necessary for carrying forward the research".

The Commission said it will "examine carefully" the representations of each applicant to determine whether the proposed research is more properly the subject of an application for a commercial television or FM station.

Of 16 applications acted upon, the Commission granted only two: Zenith Radio Corp., Chicago, and The Hallicrafter Co., Chicago.

FM PIONEERS SPEAK—FIRST OF A SERIES

FM Broadcaster Tells Troubles, Successes

BROADCASTING presents herewith the first in a series of articles on FM written by men who have pioneered in the art. Mr. Asch leads off with some sound advice on management. His experience as the only licensee of an independent commercial FM station operating in competition with AM stations has been unique. Born in Newark, N. J., Aug. 1, 1899, Mr. Asch attended Union College in Schenectady; was 16 years with the General Electric Co. in publicity and sales promotion; recipient in 1924 of the Coffin Award, GE's "Legion of Honor" for outstanding service. He resigned from GE to enter broadcasting—conducting an advertising agency and finally organizing WBCA.

WBCA Faced Its Problems With Realism

By LEONARD L. ASCH

President, WBCA Schenectady

THE MANAGEMENT story of FM for Broadcasting, requires me to point to ourselves, WBCA. You will please pardon the subjective illustration. Let's take a look at the WBCA 50 microvolt contour. The capital district of New York State, 6,589 sq. miles, has a population of 1,094,300 and 285,539 radio homes. If you like more detail, there are 185,057 urban and 100,412 rural radio homes in the metropolitan district of Schenectady, Albany and Troy, with more than 15,000 FM homes.

Snugly fitted into this market area, are 8 AM stations: 1 50-KW; 1 1-KW; 1 1-KWD, 500 WN; 1 1-KW sharing, and 4 250-W; plus 2 FM stations; 1 television; 1 facsimile; 2 shortwave; 3 ST relays, and much radar, which of course is very hush, hush. In addition, applications have been filed for 2 AM and 3 FM, CP's. A bit competitive—you'll admit.

In studying this area we found that only 1 AM station landed a good signal in the entire market area, and one other ran a not too close second. This is the spot for FM, was our thought, so we did the necessary work back in happy 1940, and WBCA went on the air in July 1941, with a 16-hour daily schedule that has been maintained to date in spite of hell and high water, and our mountain transmitter has passed the 25,000-hour mark.

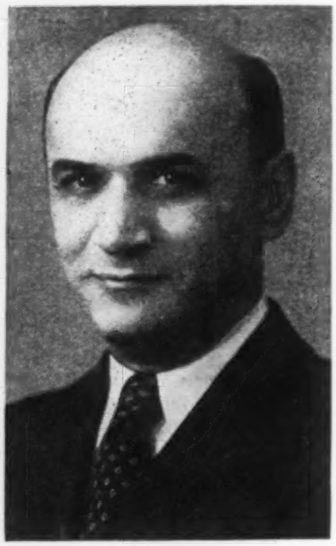
Our first concern, naturally, was to deliver a usable high-fidelity signal carrying a listener-attractive program structure. "Public service, convenience and necessity," you bet—but confidentially, back in 1941 we had hoped to make a little money too!

Program Structure

In July 1941, with an off the air pick-up from Paxton (110 miles airline) and Alpine (127 miles airline), plus local programs from a temporary studio in the mountain top transmitter house, WBCA went on the air. With the delivery of our ST, local programs became available from the Schenectady studios.

An average of 29 live local shows per week, plus Mutual and Yankee network shows, Alpine music with an occasional WQXR show plus Associated Vertical Transcriptions and AP news, was our original setup and continues today.

Basically this formula has found favor with our audience. Mail surveys averaging a 50¾% return, indicate a high degree of listener interest with resultant likes and dislikes. We cut the cloth to fit.



Mr. ASCH

Rates

The glib "radio homes per dollar" formula obviously would not apply to FM in 1941. "Mail count" and "success stories" were not yet available. A realistic approach to the listening audience because of FM set problem, dictated adoption of an unorthodox rate scale.

We finally found a yardstick on the basis of the cost of a direct mail campaign per FM listener home. Pre-Pearl Harbor, the fact that FM homes constantly were increasing in the WBCA area, plus the promise of a guaranteed rate for the contract period, enabled the station to sell the idea of a less than direct mail cost equivalent.

Local merchants responded and in some instances, farsighted business men, who spotted the future opportunities of FM, asked to have contracts made on a two to five year basis at the existing time rate. I am sorry that we declined these offers with thanks.

In a period of four years, 167 local merchants, in 51 lines of business, have used WBCA for a total of $39,865.00 in local time sales at the $50 per hour evening base rate schedule.

One with a weekly 15 minute show.

One with a 6 time weekly, 15 minute strip show.

One with a 5 minute news strip, 6 times weekly, and

One with 5 spots weekly, have continued without interruption for the full four years. Seventy-four per cent are repeats.

When a local merchant comes back with cash on the barrel-head—he is getting reasonable results!

The Mutual Broadcasting System is finding national advertisers and agencies progressively receptive, so that we find ourselves over the sustaining network requirement. Leading agencies are repeaters—but many are slow in accepting FM.

WBCA has no "rep" in New York, and never had a local salesman. We prefer to sell conservatively, selecting our sponsors where possible, with some ticklish maneuvering to avoid "borax" houses, high-pressure spot merchandisers, and other such "quick-dollar" customers. It is our belief that the temporary loss of this type of immediate "easy" revenue will be compensated by a more constant

(*Continued on page 81*)

Newcomers Left Out of FM—Durr

Sees Little Hope New Service Will Solve Radio Problems

THE PROMISE of FM as the solution to the shortcomings of radio cannot be relied upon; only a vigilant public can see to it that broadcasting is operated in the best interest of society.

This was the tenor of an address last Wednesday by FCC Commissioner Clifford J. Durr before the Christ Church Forum in New York in which he warned of the dangers of apathy toward overcommercialism of programs and emphasized the immense responsibility of radio in achieving world security.

He also addressed the conference on FM Education at Austin, Tex., last Thursday.

In these times in which public understanding of important problems depends so much on the manner in which they are presented over the radio, Commissioner Durr declared, "We cannot afford to permit the noblest words of our language to be so degraded by constant attachment to merchandise of questionable value that they will become meaningless when needed to arouse us to meet the great challenges ahead."

Commissioner Durr advocated three steps which listeners can take to insure that the public trusteeship of radio channels is wisely administered. He suggested, first, that citizens communicate their satisfaction or dissatisfaction with programs to the broadcaster.

In addition, the Commissioner urged, "do not hesitate to write the FCC . . . [it] has the immediate responsibility of looking after your interests and it should know what you want and expect."

Further, he suggested, listeners should make their wishes known to Congress, to whom the FCC is directly accountable, if they "feel that the Commission is not properly exercising the responsibility which Congress has imposed on it or . . . lacks the statutory authority fully to safeguard your rights."

Mr. Durr said that FM opens new opportunities from the standpoint of fidelity of reception and expansion of stations but he expressed doubt that the hopes held for it that it "would revive broadcasting as an instrumentality of public service" would materialize.

"It now seems more likely that it will become predominantly a mere adjunct of our standard broadcasting system," he predicted.

He said that existing broadcasters will have heavy advantages over the newcomers in operating FM stations in that they will be able to absorb the expense of the new service with little effect on their net profits, utilizing personnel, studios and other equipment for both operations.

Programming Expense

Commissioner Durr declared "the cards are stacked still more against the newcomer who will have to bear the expense of programming his station while the existing broadcaster can use the same programs he carries over his standard station. "And the broadcasters themselves," he pointed out, "are endeavoring to strengthen even more the favored position which has been given them.

"Many of them are offering to

(*Continued on page 82*)

Anchor

Modern shipbuilding has done away with the romantic ship anchor. Instead it favors that business-like affair in the picture. It has flukes instead of hooks. And a socket which allows it to become more securely imbedded on the bottom.

Radio station time buying has been made more business-like too.

No more automatic buying of the big-name call letters that go back to early days in radio. No romancing.

Instead it's, "How many listeners do I get for the money I spend?"

Down here in Baltimore we've got a successful independent that gives you more listeners-per-dollar-spent than any other station in this five-station town.

If you want to imbed your sales story more deeply in this great Baltimore market . . . W-I-T-H is your anchor.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

FCC Sets Hearing on FM Assignments

Many Members of FMBI Unable to Begin Service Jan. 1

AS A RESULT of protests from CBS and NBC against frequencies assigned for their FM stations in New York, the FCC last Friday ordered a hearing for Oct. 15. The nets were ordered to submit by Oct. 10 exact frequencies they desire for their stations and for other existing FM metropolitan stations. Participants were given until Oct. 10 to file appearances.

The Commission also received objections to the Jan. 1 deadline for the beginning of regular service by existing FM stations on the new band. A number of stations advised they were unable to obtain necessary equipment by that time.

Simultaneously, the FMBI reported that a survey to determine whether stations would meet the deadline revealed that of 22 members replying, about half will be unable to do so and that the remainder expect to comply by having their engineers build up or modify their transmitters to the new band.

CBS and NBC registered strong objections to their assignments, both from the standpoint of effect on coverage areas and the philosophy governing the assignments. Zenith Radio Corp. also protested reduction in its radiated power.

Leonard L. Asch, president of WBCA Schenectady, N. Y., in requesting an extension of time to begin tests on the new frequency, informed the Commission he has been advised by General Electric Co. that the best delivery date obtainable on necessary equipment is from six to eight months. A delivery date of four months was given him by Radio Engineering Labs. In addition, he pointed out, the WBCA transmitter is located on a mountain top and is one of few U. S. areas which has a rime condition.

Pierson & Ball, counsel for WMTW Boston (Yankee Network), advised that necessary equipment will not be available before the middle of February and that it does not appear "humanly possible" for the licensee to begin tests on Dec. 1 as required. The station also stated that weather conditions on top of Mt. Washington, where the transmitter is located, do not permit transportation of equipment between October and end of May.

WHNF New York, owned by Marcus Loew Booking Agency, submitted a letter from the Graybar Electric Co. declaring its engineers have not yet determined the definite conversion they will use in their FM transmitters and that they are not yet able to say when equipment will be available.

Dow, Lohnes & Albertson, counsel for WDRC-FM Hartford, Conn., requested a six months' extension, pointing out that none of four transmitter manufacturers contacted could guarantee delivery before April 1.

Lewis Allen Weiss, vice-presi-

(*Continued on page 91*)

FCC Orders KSOO or KELO Be Sold; Licensee Given Six Months to Comply

IN THE THIRD of a series of precedent-setting decisions the last fortnight, the FCC last week proposed to deny the license renewal of KSOO Sioux Falls, S. D., but gave the Sioux Falls Broadcast Assn. Inc., licensee, until March 25, 1946, to dispose of either KSOO or KELO under the duopoly regulation (Sec. 3.35).

Asserting that the "present KSOO-KELO situation is indicative of the worst effects of noncompetition as far as community service is concerned," the Commission concluded that the stations are used to supplement each other.

Sioux Falls company had contended that the duopoly regulation does not apply inasmuch as KSOO is a daytime station only, operating with 5 kw on 1140 kc, while KELO is a 250 w outlet, operating from 10 a.m. to midnight on 1230 kc and that the FCC originally granted KELO to provide nighttime service to the Sioux Falls area.

The findings pointed out that an application filed by KSOO for fulltime operation with 10 kw and directional antenna at night to protect WRVA Richmond, Va., dominant station on the 1140 kc channel, was dismissed in September 1942 without prejudice after the freeze orders.

"Since the Commission has determined that the common ownership of both of these stations is in contravention of the multiple ownership rule, the licensee will have the choice of retaining KELO with its fulltime operation, or of keeping KSOO with its limited-time operation," said the proposed decision. If the latter alternative is chosen, the licensee corporation will have the opportunity of applying for a nighttime operation.

Sioux Falls Broadcast Assn. Inc. is owned 75% by Joseph Henkin, his son, Morton, and daughter, Ruth, and 25% by Sam C. Fantle Jr. Both Henkins and Mr. Fantle are in the broadcast business.

It appeared likely that the application for fulltime with 10 kw for KSOO would be prosecuted and KELO would be sold. Mr. Fantle is understood to be interested in acquiring KELO should the Henkins decide to keep KSOO.

In one of the two other decisions, FCC ordered Buffalo Broadcasting Co. (WGR-WKBW) not only to do away with a lease arrangement with Churchill Tabernacle of Buffalo, but to divest itself of either WGR or WKBW [BROADCASTING, Sept. 17]. Temporary licenses were granted for 90 days on condition that within 10 days applicant file with the Commission a statement establishing that the "applicant has full control over the stations".

The third case involved WGST Atlanta, in which the FCC ordered that Georgia School of Technology, the licensee, stop making payments to Southern Broadcasting Stations [BROADCASTING, Sept. 24]. WGST was given 90 days to apply for a construction permit and license to operate on the same frequency, without the management contract.

FMBI Urges More Channels; Charges FCC Is Stifling FM

A HARD-HITTING resolution accusing the FCC of "failure to meet its responsibility" was adopted unanimously by the FM Broadcasters Inc. board of directors, meeting last Tuesday at the Waldorf Towers, New York.

FMBI charged the FCC has failed to provide the "truly free radio service" that is possible by assigning an insufficient number of FM channels. The Commission also was accused of imposing artificial regulations that in effect will saddle FM with the same scarcity of license availability that "is responsible for most of the regulatory issues" facing AM broadcasting today.

Declaring that "only by the assignment of more channels to FM broadcast service can the hopes and aspirations for a truly free radio be realized," the board resolved that "because of the failure of the Commission to meet its responsibility in this respect, it now becomes necessary for FMBI to urge a substantial increase in the number of channels assigned to this service."

An executive committee, headed by Wayne Coy of the *Washington Post*, licensee of WINX Washington, and applicant for the Jansky & Bailey FM station in the nation's capital, was authorized to confer with "appropriate representatives of NAB in respect to the development of a free radio in this country." On the committee with Mr. Coy, FMBI vice-president, are Cecil Mastin of WNBF Binghamton, N. Y., and Gordon Gray, WMIT Winston-Salem.

If NAB agrees to take up the fight for additional channels for

(*Continued on page 84*)

BarryRecalled To N. Y. by Net

LAST WEEK the new executive setup of American Broadcasting Co. began to take shape following transfer of responsibility for the networks operations from Vice-Chairman Chester J. LaRoche to President Mark Woods [BROADCASTING, Sept. 24].

Charles C. (Bud) Barry was recalled from Washington where he has been representing the network to rejoin the program department as national program manager. He reports to Adrian Samish, who last Thursday was elected vice-president of the company in charge of programs to succeed Hubbell Robinson Jr., who resigned from that post following Mr. LaRoche's retirement from management duties. Mr. Barry should be able to step into his new post with a minimum of preparation, as until June 29 of this year he served the network as national director of program operations.

Fred Smith Resigns

Fred Smith, vice-president and director of advertising and promotion, also resigned last week. No successor has been named but it was announced that E. J. (Mike) Huber will continue as advertising manager and Theodore I. Oberfelder as director of audience promotion, both reporting directly to Mr. Woods. Mr. Smith, who had been assistant to the Secretary of the Treasury before joining American and before that with Young & Rubicam and BBDO, is expected to establish his own public relations and promotion organization.

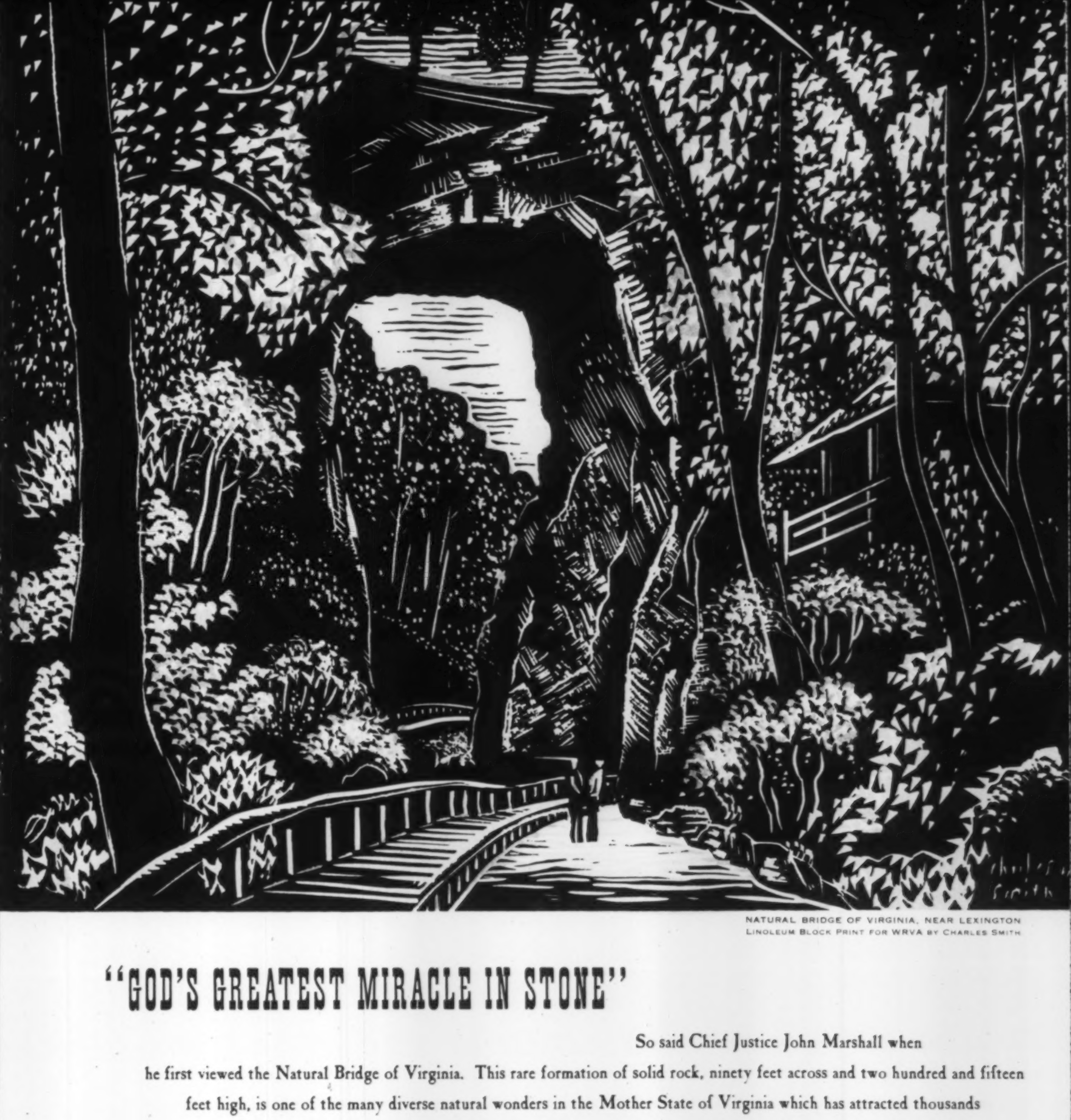
Resignations of Mr. Robinson and Mr. Smith, as key members of the executive group organized by Mr. LaRoche to carry out his plans for a new type of network organization, had been generally anticipated.

It was somewhat of a surprise, however, when Alfred Wallenstein, who as recently as August had accepted the position of musical director of American [BROADCASTING, Aug. 13], resigned with a statement that he had taken the post because "existing policies and personnel indicated to me beyond doubt that together we could establish leadership and distinction such as no network now has in the music field . . . I had confidence that the management of the network judging by the important step it had already taken to improve the public service of radio, would wholeheartedly support my ideas.

"I deeply regret, therefore," he concluded, "that the recent changes in policy and personnel make it obvious to me that our project would be no longer possible of achievement, and accordingly I feel I must tender my resignation."

Paul Whiteman resumes the post of network director of music, which

(*Continued on page 88*)



NATURAL BRIDGE OF VIRGINIA, NEAR LEXINGTON
LINOLEUM BLOCK PRINT FOR WRVA BY CHARLES SMITH

"GOD'S GREATEST MIRACLE IN STONE"

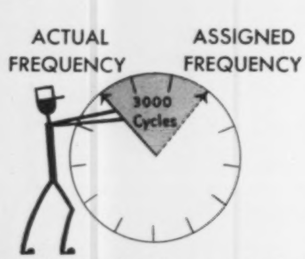
So said Chief Justice John Marshall when he first viewed the Natural Bridge of Virginia. This rare formation of solid rock, ninety feet across and two hundred and fifteen feet high, is one of the many diverse natural wonders in the Mother State of Virginia which has attracted thousands of visitors from all over the world. Thomas Jefferson bought the land on which it stands in 1774 from King George III of England for twenty shillings . . . the monument which nature has worked with patient labor and magnificent skill to construct . . . the monument revered by the Indians for so many, many years previously . . . a Natural wonder in our times. So, too, W R VA brings the bounteous services of a modern, man-made wonder to Virginia, to the South, to the Nation . . . today's radio, the world within reach at the turn of a dial.

50,000 WATTS . . . . NIGHT AND DAY
STUDIOS IN RICHMOND AND
NORFOLK, VIRGINIA

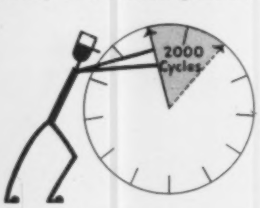
WRVA

Let him show you what we mean!

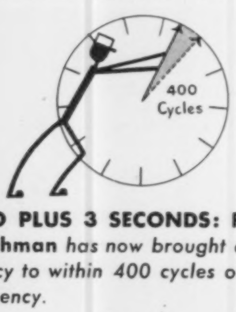
With the ***Frequency Watchman*** on guard, stability of the Western Electric *Synchronized FM* transmitter is governed by the stability of the low frequency crystal, which varies less than *25 cycles per million* for an ambient temperature range from 40° to 130° F. To demonstrate this split-second control, let's take an extreme case with a far greater deviation than would occur when the transmitter is on the air.



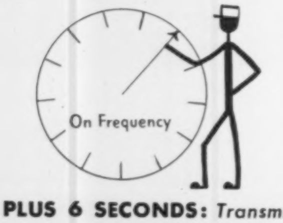
ZERO HOUR: *Starting up after a shutdown, transmitter may be 3000 cycles above or below assigned frequency.* **Frequency Watchman** *goes to work.*



ZERO PLUS 6/10 OF A SECOND: ***The Watchman****—in the fraction of a second—has reduced deviation to 2000 cycles.*



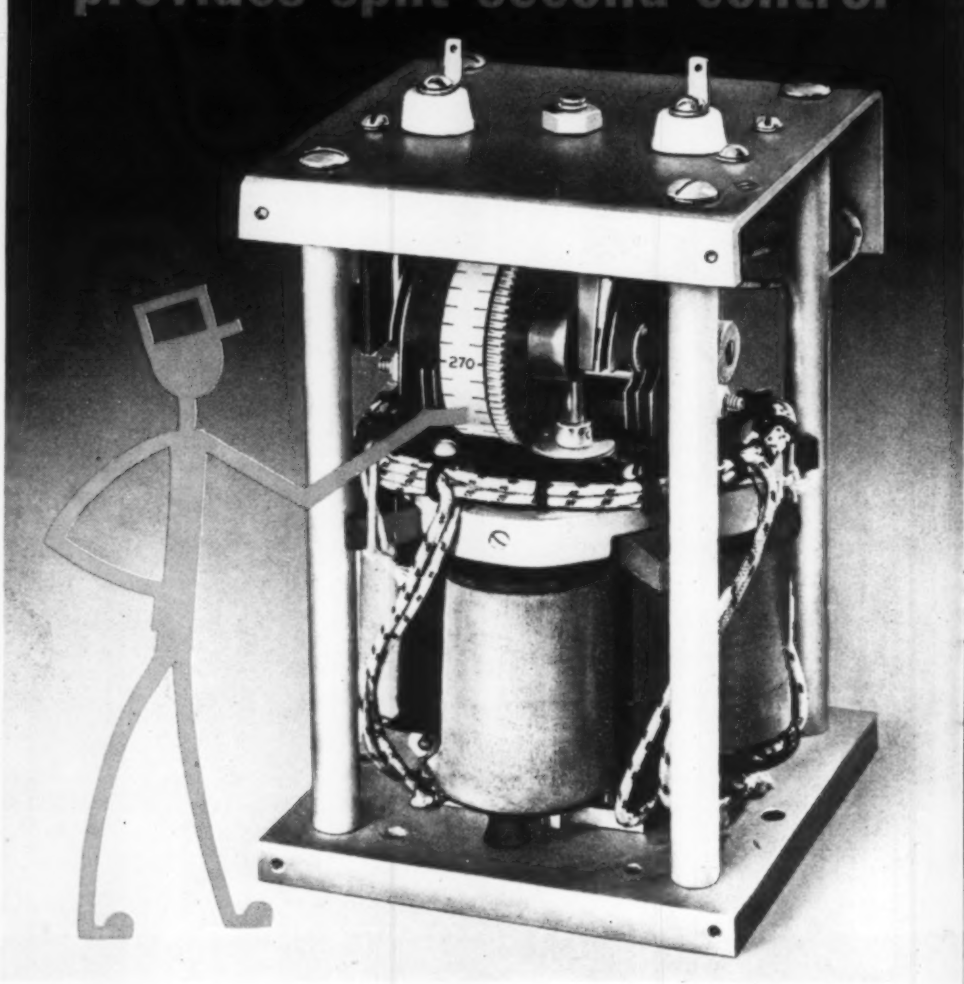
ZERO PLUS 3 SECONDS: Frequency Watchman *has now brought actual frequency to within 400 cycles of assigned frequency.*



ZERO PLUS 6 SECONDS: *Transmitter is on its assigned frequency and the* **Watchman** *will hold it there.*

Western Electric

FM Frequency Watchman provides split-second control



TUCKED away inside every Western Electric FM transmitter is the *Frequency Watchman*, a super sentry who maintains continuous and accurate control of the transmitter's mean carrier frequency. Comes the slightest frequency deviation and he corrects it quietly and efficiently. He works so fast that even in the extreme case shown at the left, the correction is made in a few seconds. He is always on the alert, helping to make Western Electric FM transmitters the easiest to control and operate. He is another reason why more stations will choose *Synchronzied* FM.

For the full story, send for your copy of the illustrated booklet, "The Frequency Watchman." Just drop a line to Graybar Electric Co., 420 Lexington Avenue, New York 17, N. Y.

End of War Puts Emphasis on Local News

ews Experts Find Interest Still Great

OMMENTS by radio editors on eir postwar plans for news covge [BROADCASTING, Sept. 3] have ited further observations from her station and network experts.

Among them are Robert Kinter, e-president of American Broadsting Co.; Wilton E. Cobb, genal manager of WMAZ Macon; alter Haase, general manager of DRC Hartford, Ken Miller, news itor of KVOO Tulsa; Tom Carthy, news editor of WKRC cinnati; and Dave Driscoll, dictor, WOR-Mutual news and ecial features.

Mr. Cobb, noting that his station Georgia concentrates on extene coverage of local news, finds at his 5,000-watt CBS-affiliated tlet "covers from 50 to 60 couns of the Middle Georgia area".

Experiment in Local News

"Believing that the end of the r would lessen the public's inter in network newscasts and comntators we started, some four nths ago, an experiment in local ws. At that time trained reports were practically unavailable, so e took my own experience as a porter and sports editor back in 1923-24-25, for *Macon Telegraph*, as a basis for turning trained radio people into news gatherers for the air.

"Our chief announcer and newscaster was made news editor, and our civic and educational director (a well known lady in civic circles) was made his reportorial staff. Beats were set up on the same basis as a newspaper city room. Airings were made for five minutes at 10:10 a.m., 15 minutes at 6:15 p.m., and five minutes at 10:15 p.m. The reception by the public was the most enthusiastic of anything we have ever done, and within a month we had added a journalism graduate of Wesleyan College, a young lady who had been selected by the college to receive our annual $100 award to the student showing the most promise for radio and journalism.

"Within the past two weeks we have added a dischargee from the Army Air Forces who was studying journalism when he entered the service. During 13 months in a German prison camp he continued his studies by securing journalism books from Geneva. These four devote their entire time to getting the news of Macon. We have also added a high-school boy who has shown unusual ability this summer as a freelancer at 50 cents per story. He is to be our school and teen-age correspondent.

Three Unsponsored

"The three broadcasts under the title of *Towntalk* are withheld from sponsorship. We consider them our "front page" and the expense is charged off to public service to our city.

"I still regret that newspapers couldn't see the place of radio and cooperate with stations by furnishing them news and saving this necessary competition. I wish radio news and wires would never send out a flash and bring embarrassment such as was recently caused through the very speed of our medium.

"In addition to our local news, we have added INS to our service which already included PA. We use these in building up newscasts

(Continued on page 72)

THERE'LL ALWAYS BE NEWS

IS NEWS interesting in peacetime?

Ralph Worden, news director of WGAR Cleveland, says it is. To prove it he picked a day at random—a day eight years ago, Sept. 13, 1937. Here are a few of the stories in the 7:15 a.m. newscast:

Freighter Aground, 16 Rescued; 21 N. Y. Movies Bombed With Stench and Tear Gas, Blame Union Rivalry; Closed Chicago Schools Teach by Radio; Chicago Zoo Directer Puts Perfume and Flowers in Lions Cage, Lions Enraged, Lionesses Purr and Fondle Flowers; Pilot Zadkoff of Russian Search Party Crashes in Arctic; Party to Scale Shiva's Temple in Grand Canyon; AFL Expels Newspaper Guild.

Among headlines on the 11 p.m. newscast that day were these:

Wallace Beery Wounded by Blank Cartridge; George Brent, Constance Worth Annulment Refused; John Roosevelt, Ann Clark Engagement; BMT Strike Threatens in N. Y.; Stock Market Hits New Low for Year; Feature Story on Counterfeiters; Atty. Gen. Cummings Says if President Read All Laws and Supreme Court Decisions It Would Take Over Lifetime; Atlantic Storm Moves Away From Coast; Gov. Townsend Says No More Sentiment for FDR Court Plan; First X-Ray Movies Shown; U. S. Monetary Plan Offered; League Meets at Geneva, China and Spain Protesting, Refuses to Recognize Ethiopia as Italian Colony.

"LISTENERS—YOU SAID IT BROTHER!"

NBC
THESAURUS
BBC
KSOO
AP
STANDARD
TOP
LOCAL
PROGRAMMING

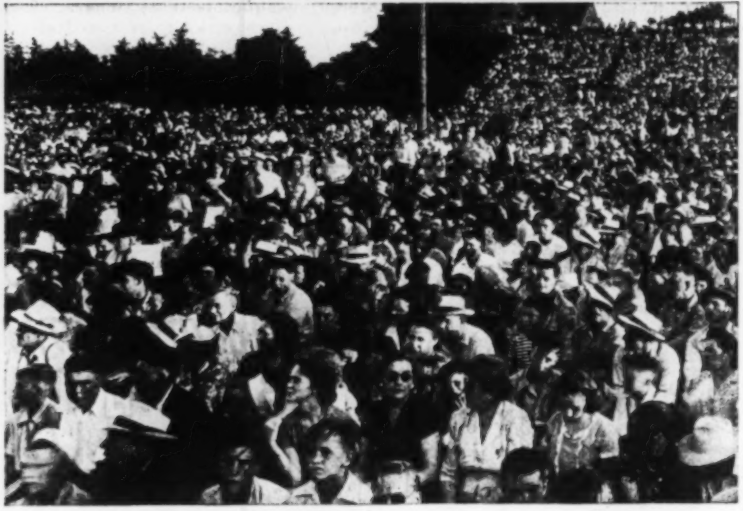
KSOO

SIOUX FALLS, SO. DAKOTA
1140 K C - 5000 WATTS
National Representatives
HOWARD H. WILSON CO.

The BIG AGGIE clan assembled AGAIN FOR MIDWEST FARMER DAY

When you can pull farmers away from their important work in the fields to attend a radio shindig . . . that's pulling power. And when you can pull nearly 70,000 of these soldiers of the soil to your party, even though the weather had made most of them at least two weeks behind in their work . . . well, you can use the biggest adjectives in the book for that kind of power. That's what WNAX did with its annual Mid-West Farmer Day, this year. Nearly 70,000 strong they came . . . from the five states of North and South Dakota, Nebraska, Minnesota and Iowa. They heard Admiral William D. Leahy, USN, Rear Admiral J. J. "Jocko" Clark, USN, and Rear Admiral H. B. Miller, USN, praise them for their war effort . . . enjoyed WNAX and network radio shows . . . saw the annual selection of the "typical Midwest farmer" for '45. In every way it was a big time for the Big Aggie clan.

(Above) MUSIC MAKERS (from MEET YOUR NAVY)
(Below) MEET YOUR NAVY ORCHESTRA



(Above) CENTER PORTION OF THE STANDING ROOM ONLY CROWD, JAMMING EVERY INCH

Our sincere thanks to the U. S. *Navy, The American Broadcasting Company, Ladies Be Seated,* and *Meet Your Navy,* for helping make this event America's Biggest Farm Picnic.

One of the big events of the day was the induction of the six dignitaries into the Rosebud Tribe.

1

2

3

4

5

6

SIX CHIEFS

1. Fleet Admiral Wm. D. Leahy, USN
2. E. R. Borroff
3. Rear Admiral H. B. Miller, USN
4. Rear Admiral J. J. "Jocko" Clark, USN
5. Johnny Olsen
6. Gardner Cowles, Jr.

OF THE YANKTON STADIUM TO ENJOY ONE OF THE "MIDWEST FARMER DAY" SESSIONS

ABC
ABC
AMERICAN BROADCASTING COMPANY

JOHNNY OLSEN and AUNT JEMIMA with *"Ladies Be Seated"* Broadcast

"TYPICAL MIDWEST FARMER" AWARD
READING FROM LEFT TO RIGHT:
WINNER
JOHN OESER, Westside, Iowa
RUNNERSUP IN CONTEST:
LEO W. HOTOVY, Dwight, Neb.
C. MORRISON, Neche, N. D.
W. J. ASSUSSEN, Agar, S. D.
E. A. PEDERSON, Benson, Minn.

WNAX

SIOUX CITY • YANKTON
A Cowles Station
Represented by Katz Agency

WCOL

American Broadcasting Co. Affiliate

Announces

The Appointment of

THE

HEADLEY-REED

COMPANY

as National Representatives

with Offices at:

New York 17, N. Y.
Chicago 1, Ill.
Atlanta 3, Ga.

San Francisco 14, Calif.
Detroit 2, Mich.
Los Angeles 14, Calif.

WCOL

The Listening Habit of Central Ohio

COLUMBUS 15, OHIO

Chicago Brewery Proves Value Of Local Production Programs

A LOCAL SPONSOR with a network talent budget is as hard to find as a pair of nylons, but in Chicago the Mitchell-Faust Advertising Co. points with pride to its client, Peter Hand Brewery Co., which sponsors no less than six production broadcasts a week, all on WGN.

Breaking precedents seems to be an old story for this sponsor-agency combination. In the first place, Peter Hand Brewery uses three complete half-hour "thriller" programs a week to boost its product, Meister Brau beer. These, *Crime Files of Flamond, Country Sheriff* and *Mystery House* are all written by one of radio's most prolific scripters, George Anderson.

Last summer, an admittedly poor time for a give-away offer, Meister Brau started a radio campaign that broke all the rules of the game. First, they made a summer-time offer. Second, the listener was required to send in at least two coins (35 cents) as well as detailed instructions for lettering on a personalized stationery offer.

While station and agency experts were clucking tongues over the sudden insanity of the Mitchell-Faust people, letters began pouring in to WGN by the thousands. At that time, sponsor was presenting an expensive quarter-hour variety show *Say It With Music* with a Hooper of 4.3, but at the end of a four-week period, program pulled 10,148 pieces of mail.

A breakdown on their other programs was equally impressive: *Bulldog Drummond* drew 11,975; *Crime Files*, 8,907; *Mystery House*, which replaced *Say It With Music*, garnered 9,772; *Country Sheriff*, 3,579, and *Casa Cugat*, a half-hour ET on a once-a-week schedule, pulled 1,092.

The grand total for all *Meister-Brau* programs—45,799.

The four weeks campaign surprised everybody, including WGN sales executives, who were crossing their fingers, and Hilly Sanders, Mitchell-Faust's vice-president in charge of radio, who had gone way out on a limb to push the promotion idea.

It is results like these that have sold the Chicago brewery on radio ever since October 1941, when it first hit the airlanes. At that time it started cautiously with one half-hour program, two series of four quarter-hour programs and a series of three quarter-hour programs, dividing up its time with WGN and another Chicago station. The highest ratings any of these ever received was 4.3. Today, with a total of four half-hour shows on WGN, one of them, *Bulldog Drummond*, has a Hooper of 11.5 while *Mystery House* has the highest Hooper of any studio originated local program in the Chicago market—10.5.

To lend variety to their advertising schedule, Mitchell-Faust recently placed *Easy Aces* transcriptions on WGN for their client, giving them four mysteries, a comedy and a variety show as a broadside.

As still another example of the pioneer spirit of both the sponsor and agency, Meister Brau this week began a series of full-page ads in *The Chicago Tribune* plugging, not the product, but the radio shows it sponsors.

It's another of those "it couldn't be done, but we did it" success stories that proves there's always something new to be tried in radio.

ATLANTIC REFINING USING 78 OUTLETS

TENTH consecutive year of football broadcasting by Atlantic Refining Co., Philadelphia, [BROADCASTING, Sept. 24] finds six sports announcers on the schedule for the ninth consecutive season. The six are Byrum Saam, Claude Haring, Woody Wolf, Tom McMahon, Tom Manning and Lee Kirby.

Seventy-eight stations will be used for 180 games on special hookups, according to Joseph R. Rollins, Atlantic advertising manager. Agency is N. W. Ayer & Son, Philadelphia, with Wallace Orr as account executive. Station list follows:

KDKA, WAAB, WARM, WATR, WAZL, WBAL, WBAX, WBNS, WBOC, WBRK, WBT, WBTM, WCAU, WCED, WCHV, WDBJ, WDBO, WDNC, WDRC, WEAN, WEIM, WENY, WERC, WEST, WFBC, WFBG, WFEA, WFIL, WFOY, WFPG, WGAL, WGR, WGY, WHAI, WHCU, WHEB, WHEC, WHYN, WIBG, WICC, WILM, WISR, WJAC, WJEJ, WJPA, WKBO, WKOK, WKST, WLLH, WLNH, WLVA, WMAJ, WMAZ, WMBR, WMBS, WMRF, WNAC, WNBF, WNHC, WNLC, WOR, WORK, WPTF, WQAM, WRAK, WRDW, WRNL, WSAN, WSAR, WSAV, WSPA, WSVA, WSYP, WSYR, WTAM, WTHT, WWNY, WWSW.

CBC Bonus

MEMBERS of the Canadian Broadcasting Corp. Overseas Unit during the war years have a bonus coming to them following a vote of the CBC Board of Governors that each member would receive $15 per month for each month away from Canada, in compensation for the risks and hardships which they have undergone. CBC Overseas Unit went to England with the first Canadian troops in December 1939, and some of the members of the original group only recently returned to Canada.

VISION

1. When commercial broadcasting was only a dream, the Oklahoma Publishing Company became interested in the possibilities of radio. Against the advice of many in the business it purchased WKY in 1928. Today WKY is one of the strongest links in Oklahoma Publishing Company's four-fold approach to sales in the Southwest.

2. Always alive to new and modern facilities, The Oklahoman and Times joined the original group of newspapers subscribing to the now famed Wirephoto service of the Associated Press. Today Oklahoman and Times readers are able to follow the news in pictures only minutes old from every news front.

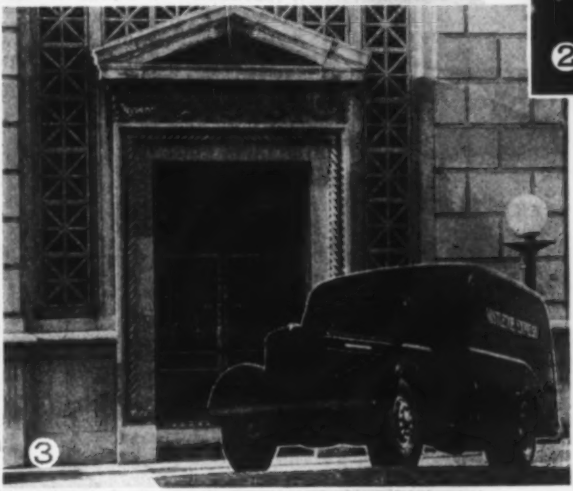
3. Six years ago Mistletoe Express sensed a need for speedy and dependable service to banking institutions throughout Oklahoma. It started such a service with the delivery of cash letters between five state banks and the Oklahoma City branch of the Federal Reserve Bank. Today it serves 45 Oklahoma banks, and has seen the local Federal Reserve branch advance to a full powers bank.

4. Twenty-eight years ago The Farmer-Stockman editorialized "the problem of soil erosion is one of our biggest . . . no soil, no crops; no crops, no livestock; no nothing." Today 59 independent soil conservation districts cover 75% of the state. The Soil Conservation Service has 65 work units in these districts with 21,300 farms under agreement.

Always Fresh
Curley and Gene
WKY

①

②



③

④

The vision and courage that turned a whistle stop on the railroad into a seething, tented, Oklahoma city of 10,000 in eight hours back in April, 1889, is exemplified today in Oklahoma's big four of merchandising . . . The Oklahoman and Times, The Farmer-Stockman, Radio Station WKY and Mistletoe Express. The Oklahoman and Times blanket the 26-county Oklahoma City market. The Farmer-Stockman completely covers the Oklahoma-North Texas rural area. Radio Station WKY is the most-listened-to station in Oklahoma's biggest buying section. Mistletoe solves statewide distribution problems effectually.

★ MISTLETOE EXPRESS ★

OKLAHOMAN & TIMES

The OKLAHOMA PUBLISHING COMPANY

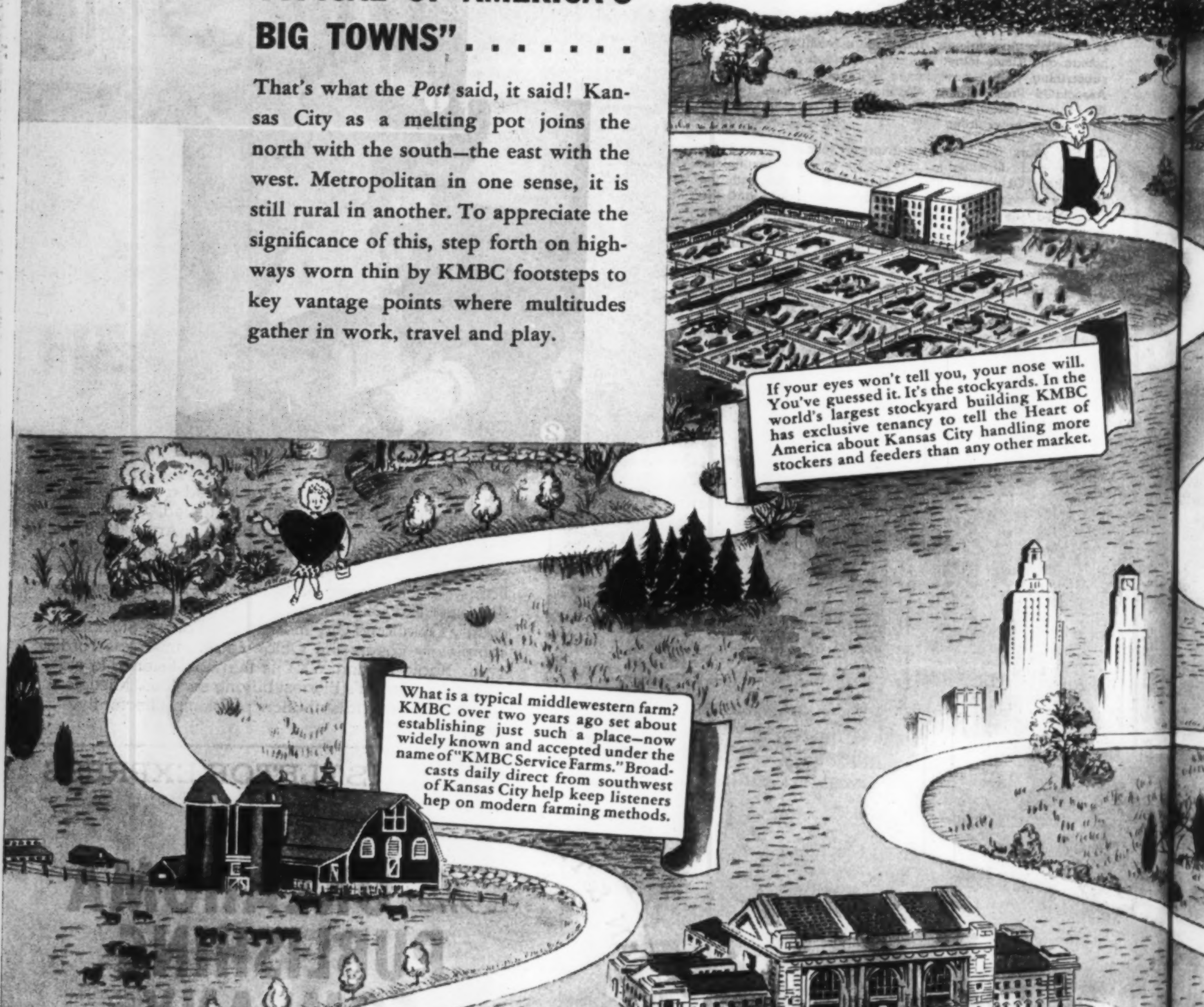
THE DAILY OKLAHOMAN ★ OKLAHOMA CITY TIMES
THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS
WKY, OKLAHOMA CITY ★ KVOR, COLORADO SPRINGS
KLZ, DENVER (Under Affiliated Management)
REPRESENTED BY THE KATZ AGENCY

WKY

★ FARMER-STOCKMAN ★

"PROBABLY THE MOST TYPICAL OF AMERICA'S BIG TOWNS" . . . .

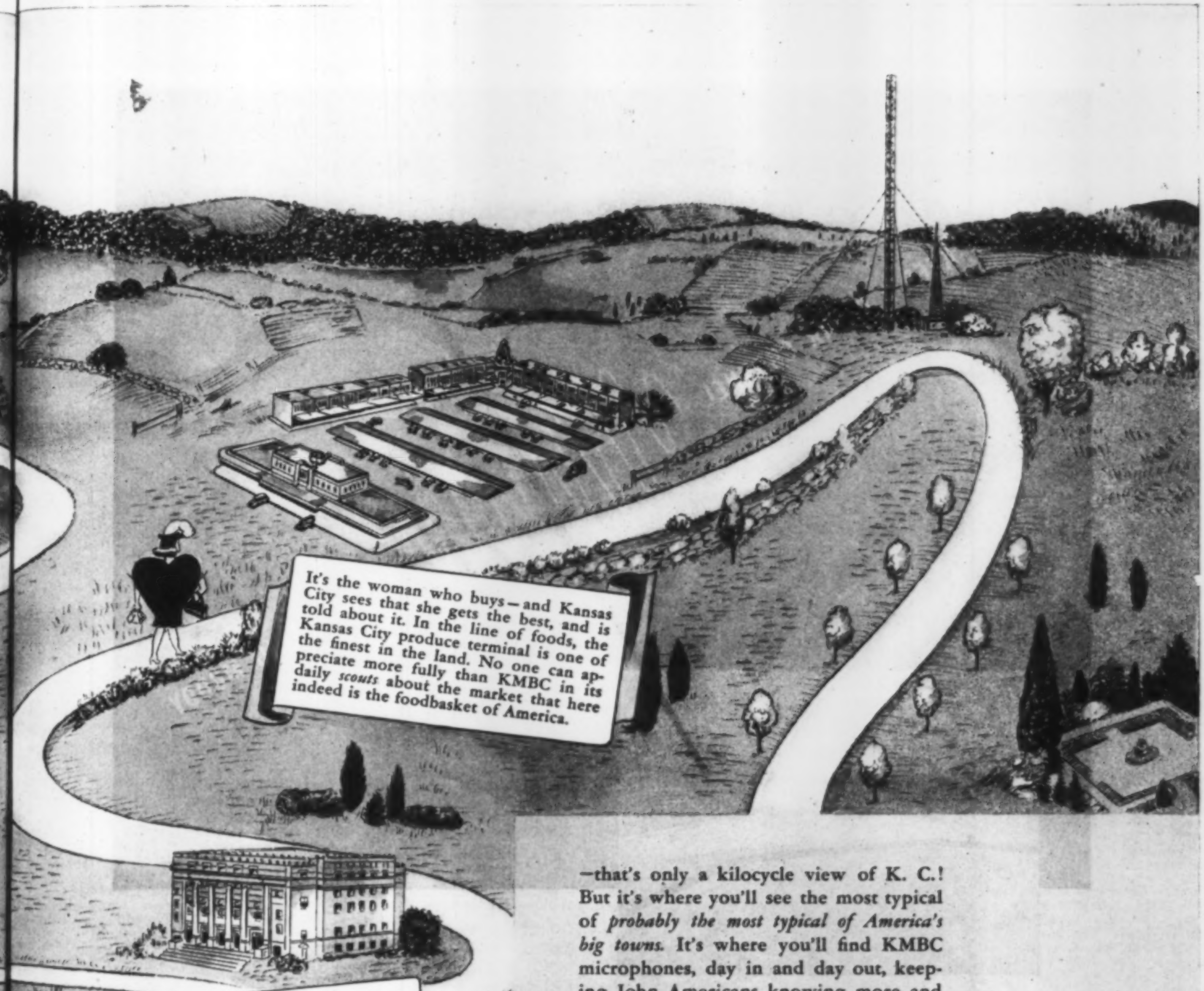
That's what the *Post* said, it said! Kansas City as a melting pot joins the north with the south—the east with the west. Metropolitan in one sense, it is still rural in another. To appreciate the significance of this, step forth on highways worn thin by KMBC footsteps to key vantage points where multitudes gather in work, travel and play.



If your eyes won't tell you, your nose will. You've guessed it. It's the stockyards. In the world's largest stockyard building KMBC has exclusive tenancy to tell the Heart of America about Kansas City handling more stockers and feeders than any other market.

What is a typical middlewestern farm? KMBC over two years ago set about establishing just such a place—now widely known and accepted under the name of "KMBC Service Farms." Broadcasts daily direct from southwest of Kansas City help keep listeners hep on modern farming methods.

From the quiet serenity of a typical livestock farm we elbow our way into the hustle-bustle of a metropolitan railroad terminal—Union Station, handling more through trains a day than any other terminal. Here KMBC microphones gossip with travelers in the biggest waiting room in the country.



It's the woman who buys—and Kansas City sees that she gets the best, and is told about it. In the line of foods, the Kansas City produce terminal is one of the finest in the land. No one can appreciate more fully than KMBC in its daily *scouts* about the market that here indeed is the foodbasket of America.

While not as boisterous as yesteryear, Kansas City is still the mecca for good times in the good old American way. Here you find fun as you imagine it. In Ivanhoe Temple hundreds gather weekly for barn dance hoedowns and old time music of the KMBC Brush Creek Follies.

—that's only a kilocycle view of K. C.! But it's where you'll see the most typical of *probably the most typical of America's big towns.* It's where you'll find KMBC microphones, day in and day out, keeping John Americans knowing more and more about the heart throbs of a nation. What better evidence could one have that the formula is successful—the *know-how* that comes with a grass root understanding of all the component parts that make up this *typical big town.* For KMBC has maintained its leadership in Kansas City down through the years, almost as many years as make up radio's existence itself!

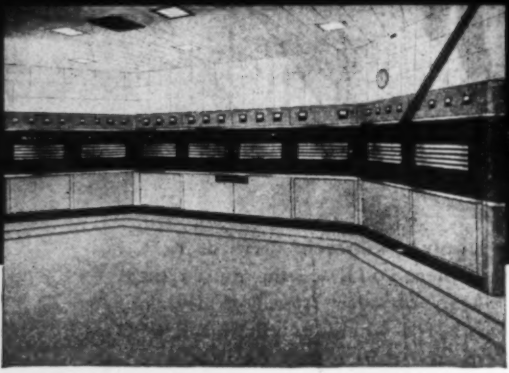
KMBC

OF KANSAS CITY

Free & Peters, Inc.

SINCE 1928—BASIC CBS STATION FOR MISSOURI AND KANSAS

HOW TO KEEP A CLEAR CHANNEL FROM BEING MUDDY



50,000 watts is no guarantee that a clear channel can't become muddy. For sensitive, faithful reproduction is the product of transmitter design that balances skillful circuit plan with stable, unfailing dependability.

Such a transmitter is the new Westinghouse 50 kw that offers every advantage for clear channel service. More than 12 important design features are included in this unit. Fidelity, for example, is strengthened by an equalized audio feedback in the audio and modulation circuits. No special, complicated circuit adjustments are necessary.

Metal-plate rectifiers are an important contribution to program continuity. Their life is virtually unlimited and program outages caused by tube failure are eliminated. Tube transfer in the power amplifier and modulator is instantaneous.

Your nearest Westinghouse office can give you all the facts on 50,000 watt transmitters. Or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.

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XXV—RADIO'S 25th ANNIVERSARY—KDKA

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Standards of Good Engineering Practice for FM Broadcast Stations

INTRODUCTION

There are presented herein the Commission's engineering standards relating to the allocation and operation of FM broadcast stations. These standards also apply to noncommercial educational (FM) broadcast stations, except as noted herein. The Commission's Rules and Regulations contain references to these standards, which have been approved by the Commission and thus are considered as reflecting its opinion in all matters involved.

The standards set forth herein are those deemed necessary for the construction and operation of FM broadcast stations to meet the requirements of technical regulations and for operation in the public interest along technical lines not otherwise enunciated. These standards are based upon the best engineering data available, including evidence at hearings conferences with radio engineers, and data supplied by manufacturers of radio equipment and by licensees of FM broadcast stations. These standards are complete in themselves and supersede previous engineering standards or policies of the Commission concerning FM broadcast stations. While these standards provide for flexibility and indicate the conditions under which they are applicable it is not expected that material deviation from the fundamental principles will be recognized unless full information is submitted as to the need and reasons therefor.

These standards will necessarily be revised from time to time as progress is made in the art. The Commission will accumulate and analyze engineering data available as to the progress of the art so that these standards may be kept current with technical developments.

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1. DEFINITIONS

A. *FM Broadcast station*—The term "FM broadcast station" means a station employing frequency modulation in the FM broadcast band and licensed primarily for the tranmission of radiotelephone emissions intended to be received by the general public.

B. *Frequency modulation*—The term "frequency modulation" means a system of modulation where the instantaneous radio-frequency varies in proportion to the instantaneous *amplitude* of the modulating signal (amplitude of modulating signal to be measured after pre-emphasis, if used) and the instantaneous radio frequency is independent of the *frequency* of the modulating signal.

C. *FM broadcast band*—The term "FM broadcast band" means the band of frequencies extending from 88 to 108 megacycles, which includes those assigned to noncommercial educational broadcasting.

D. *Center frequency*—The term "center frequency" means:

(1) The average frequency of the emitted wave when modulated by a sinusoidal signal.

(2) The frequency of the emitted wave without modulation.

E. *Frequency swing*—The term "frequency swing" means the instantaneous departure of the frequency of the emitted wave from the center frequency resulting from modulation.

F. *FM broadcast channel*—The term "FM broadcast channel" means a band of frequencies 200 kilocycles wide and is designated by its center frequency. Channels for FM broadcast stations begin at 88.1 megacycles and continue in successive steps of 200 kilocycles to and including 107.9 megacycles.

G. *Antenna field gain*—The term "antenna field gain" of an FM broadcast antenna means the ratio of the effective free space field intensity produced at one mile in the horizontal plane expressed in millivolts per meter for 1 kilowatt antenna input power to 137.6 mv/m.

H. *Free space field intensity*—The term "free space field intensity" means the field intensity that would exist at a point in the absence of waves reflected from the earth or other reflecting objects.

I. *Multiplex transmission*—The term "multiplex transmission" means the simultaneous transmission of two or more signals within a single channel. Multiplex transmission as applied to FM broadcast stations means the transmission of facsimile or other signals in addition to the regular broadcast signals.

J. *Percentage modulation*—The term "percentage modulation" as applied to frequency modulation means the ratio of the actual frequency swing to the frequency swing defined as 100 percent modulation, expressed in percentage. For FM broadcast stations, a frequency swing of ± 75 kilocycles is defined as 100 percent modulation.

K. *Effective Radiated Power*—The term "effective radiated power" means the product of the antenna power (transmitter output power less transmission line loss) times (1) the antenna power gain, or (2) the antenna field gain squared.

L. *Service area*—The term "service area" as applied to PM broadcasting means the service resulting from an assigned effective radiated power and antenna height above average terrain.

M. *Antenna height above average terrain*—The term "antenna height above average terrain" means the average of the antenna heights above the terrain from two to ten miles from the antenna. (In general a different antenna height will be determined by each direction from the antenna. The average of these various heights is considered as the antenna height above average terrain.)

2. ENGINEERING STANDARDS OF ALLOCATION

A. Sections 3.202 to 3.205 inclusive of the Rules and Regulations describe the basis for allocation of FM Broadcast Stations, including the division of the United States into Areas I and II. Where reference is made in the Rules to antenna heights of Community Stations, Section 2 E (1) of these Standards should be consulted; for other classes of FM Broadcast Stations, Section 2 E (2) should be consulted.

As noted in Section 3.204 (b) of the Rules, the Commission will designate service areas for Metropolitan Stations in Area II. In addition to the showing required by this Rule a special showing must be included in the application concerning the area proposed to be served, in the event that (1) such area is smaller than the service area designated by the Commission, or (2) such area is smaller than that which would appear to be the appropriate service area, in cases where it has not been designated by the Commission. The proposed area to be served must be substantially greater than that which could be served by a Community station.

B. In determining the predicted and measured field intensity contours of FM broadcast stations the following shall govern:

(1) Community stations will normally not be required to determine their contours.

(2) Metropolitan Stations shall determine the extent of their 1000 uv/m and 50 uv/m contours.

(3) Rural stations shall determine their 1000 uv/m, 50 uv/m and 20 uv/m contours.[*]

The above contours shall be determined in accordance with the methods prescribed in these Standards.

C. Although some service is provided by tropospheric waves, the service area is considered to be only that served by the ground wave. The extent of the service is determined by the point at which the ground wave is no longer of sufficient intensity to provide satisfactory broadcast service. The field intensity considered necessary for service is as follows:

TABLE I

Area	Median Field Intensity
City business or factory areas	1000 uv/m
Rural areas	50 uv/m

A median field intensity of 3000 to 5000 uv/m should be placed over the principal city to be served, and a median field intensity of 1000 uv/m should be placed over the business district of cities of 10,000 or greater within the metropolitan district served. The field intensity to be provided over the main studio is specified by Sections 3.203, 3.204, and 3.205 of the Rules.

These figures are based upon the usual noise levels encountered in the several areas and upon the absence of interference from other FM stations.

D. A basis for allocation of satellite stations has not yet been determined. For the present, applications will be considered on their individual merits.

E. The service area is predicted as follows:

(1) Community stations

A map, topographic where obtainable, shall be submitted for the area within 15 miles of the proposed antenna site. On this map shall be indicated the antenna location and a circle of 10 miles radius with the antenna location as center. Representative points shall be picked on this circle 15 degrees apart and the elevation of these points determined. The average elevation of these points will be considered the average elevation of the circle. The difference between the elevation of the center of the radiating system and the average elevation of this circle shall be considered the height of the antenna over the terrain 10 miles from the transmitter. In cases where the applicant believes this method to be grossly in error due to peculiarities of the terrain, this method shall be used for determining the antenna height but a showing may be made, if desired, determining the height by other means and describing the method used. Calculations of the service contours of Community stations are not required.

(2) Metropolitan and Rural stations

Profile graphs must be drawn for at least eight radials from the proposed antenna site. These profiles should be prepared for each radial beginning at the antenna site and extending to ten miles therefrom. Normally the radials are drawn for each 45° of azimuth; however, where feasible the radials should be drawn for angles along which roads tend to follow. (The latter method may be helpful in obtaining topographical data where otherwise unavailable, and is particularly useful in connection with mobile field intensity measurements of the station and correlation of such measurements with predicted field intensities). In each case one or more radials must include the principal city or cities to be served, particularly in cases of rugged terrain, even though the city may be more than 10 miles from the antenna site. The profile graph for each radial should be plotted by contour intervals of from 40 to 100 feet and where the data permits, at least 50 points of elevation (generally uniformly spaced) should be used for each radial. In instances of very rugged terrain where the use of contour intervals of 100 feet would result in several points in a short distance, 200 or 400 foot contour intervals may be used for such distances. On the other hand, where the terrain is uniform or gently sloping the smallest contour interval indicated on the topographic map (see below) should be used, although only a relatively few points may be available. The profile graph should accurately indicate the topography for each radial, and the graphs should be plotted with the distance in miles as the abscissa and the elevation in feet above mean sea level as the ordinate. The profile graphs should indicate the source of the topographical data employed. The graph should also show the elevation of the center of the radiating system. The graph may be plotted either on rectangular coordinate paper or on special paper which shows the curvature of the earth. It is not necessary to take the curvature of the earth into consideration in this procedure, as this factor is taken care of in the chart showing signal intensities (Figure 1).

The average elevation of the eight mile distance between two and ten miles from the antenna site should then be determined from the profile graph for each radial. This may be obtained by averaging a large number of equally spaced points, by using a planimeter, or by obtaining the median elevation (that exceeded for 50% of the distance) in sectors and averaging these values.

(Continued on page 32)

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[*] The 20 uv/m contour is desired in this case for use by the Commission in determining the usability of a signal of such low intensity.

Standards of Engineering Practice

(*Continued from page 31*)

To determine the distance to a particular contour Figure 1 concerning the range of FM broadcast stations should be used. This chart has been prepared for a frequency in the center of the band and is to be used for all FM broadcast channels, since little change results over this frequency range. The distance to a contour is determined by the effective radiated power and the antenna height. The height of the antenna used in connection with Figure 1 should be the height of the center of the proposed antenna radiator above the average elevation obtained by the preceding method. The distances shown by Figure 1 are based upon an effective radiated power of one kilowatt; to use the chart for other powers, the sliding scale associated with the chart should be trimmed and used as the ordinate scale. This sliding scale is placed on the chart with the appropriate gradation for power in line with the lower line of the top edge of the chart. The right edge of the scale is placed in line with the appropriate antenna height graduations and the chart then becomes direct reading for this power and antenna height. Where the antenna height is not one of those for which a scale is provided, the signal strength or distance is determined by interpolation between the curves connecting the equidistant points.

The foregoing process of determining the extent of the required contours shall be followed in determining the boundary of the proposed service area. The areas within the required contours must be determined and submitted with each application for these classes of FM broadcast stations. Each application shall include a map showing these contours, and for this purpose Sectional Aeronautical charts or other maps having a convenient scale may be used. The map shall show the radials along which the profile charts and expected field strengths have been determined. The area within each contour should then be measured (by planimeter or other approximate means) to determine the number of square miles therein. In computing the area within the contours, exclude (1) areas beyond the borders of the United States, and (2) large bodies of water, such as ocean areas, gulfs, sounds, bays, large lakes, etc., but not rivers.

In cases where the terrain in one or more directions from the antenna site departs widely from the average elevation of the two to ten mile sector, the application of this prediction method may indicate contour distances that are different from those which may be expected in practice. In such cases the prediction method should be followed, but a showing may be made if desired concerning the distance to the contour as determined by other means. Such showing should include data concerning the procedure employed and sample calculations. For example, a mountain ridge may indicate the practical limit of service although the prediction method may indicate the contour elsewhere. In cases of such limitation, the map of predicted coverage should show both the regular predicted area and the area as limited or extended by terrain. Both areas should be measured, as previously described; the area obtained by the regular prediction method should be given in the application form, with a supplementary note giving the limited or extended area. In special cases the Commission may require additional information as to the terrain in the proposed service area.

In determining the population served by FM broadcast stations, it is considered that the built-up city areas and business districts in cities having over 10,000 population and located beyond the 1,000 uv/m contour do not receive adequate service. Minor Civil Division maps (1940 Census) should be used in making population counts, excluding cities not receiving adequate service. Where a contour divides a minor division, uniform distribution of population within the division should be assumed in order to determine the population included within the contour, unless a more accurate count is available.

3. TOPOGRAPHICAL DATA

In the preparation of the profile graphs previously described, the elevations or contour intervals shall be taken from the U. S. Geological Topographical Quadrangle Sheets for all areas for which such maps are available. If such maps are not published for the area in question, the next best topographic information should be used. Topographic data may sometimes be obtained from state and municipal agencies. The data from the Sectional Aeronautical Charts (including bench marks), or railroad depot elevations and highway elevations from road maps, may be used where no better information is available. In cases where limited topographic data can be obtained, use may be made of an altimeter in a car driven along roads extending generally radially from the transmitter site.

The Commission will not ordinarily require the submission of topographical maps for areas beyond 15 miles from the antenna site, but the maps must include the principal city or cities to be served. If it appears necessary, additional data may be requested.

The U. S. Geological Survey Topography Quadrangle Sheets may be obtained from the U. S. Geological Survey, Department of the Interior, Washington, D. C., for ten cents each. The Sectional Aeronautical Charts are available from the U. S. Coast and Geodetic Survey, Department of Commerce, Washington, D. C., for twenty-five cents each. Other sources of topographic maps or data will be furnished at a later date.

4. INTERFERENCE STANDARDS

Field intensity measurements are preferable in predicting interference between FM broadcast stations and should be used, when available, in determining the extent of interference. (For methods and procedure, see Section 5). In lieu of measurements, the interference should be predicted in accordance with the method described herein.

Objectionable interference is considered to exist when the interfering signal exceeds that given by the ratios of Table II. In Table II the desired signal is median field and the undesired signal is the tropospheric signal intensity exceeding for 1% of the time.

TABLE II

Channel Separation	*Ration of Desired to Undesired Signals*
Same channel	10:1
Adjacent channel (200 kc removed)	2:1

Objectionable interference is not considered to exist when the channel separation is 400 kc or greater. Accordingly, FM broadcast stations in the same city or same area may be assigned channels 400 kc apart. In the assignment of FM broadcast facilities the Commission will endeavor to provide the optimum use of the channels in the band, and accordingly may assign a channel different than that requested in an application.

In predicting the extent of interference within the ground wave service area of a station, the tropospheric signal intensity (from co-channel and adjacent channel stations) existing for one percent of the time shall be employed. The one percent values for one kilowatt of power and various antenna heights are given in Figure 2, and values for other powers may be obtained by use of the sliding scale as for Figure 1. The values indicated by Figure 2 are based upon available data, and are subject to change as additional information concerning tropospheric wave propagation is obtained.*

In determining the points at which the interference ratio is equal to the values shown in Table II, the field intensities for the two interfering signals under consideration should be computed for a considerable number of points along the line between the two stations. Using this data, field intensity versus distance curves should be plotted (e.g., cross-curves on graph paper) in order to determine the points on this path where the interference ratios exist. The points established by this method, together with the points along the contours where the same ratios are determined, are considered to be generally sufficient to predict the area of interference. Additional points may be required in the case of irregular terrain or the use of directional antenna systems.

The area of interference, if any, shall be shown in connection with the map of predicted coverage required by the application form, together with the basic data employed in computing such interference. The map shall show the interference within the 50 uv/m contour.

5. FIELD INTENSITY MEASUREMENTS IN ALLOCATION

When field intensity measurements are required by the Commission's rules or when employed in determining the extent of service or interference of existing stations, such measurements should be made in accordance with the procedure outlined herein.

Measurements made to determine the service and interference areas of FM broadcast stations should be made with mobile equipment along roads which are as close and similar as possible to the radials showing topography which were submitted with the application for construction permit. Suitable measuring equipment and a continuous recording device must be employed, the chart of which is either directly driven from the speedometer of the automobile in which the equipment is mounted or so arranged that distances and identifying landmarks may be readily noted. The measuring equipment must be calibrated against recognized standards of field intensity and so constructed that it will maintain an acceptable accuracy of measurement while in motion or when stationary. The equipment should be so operated that the recorder chart can be calibrated directly in field intensity in order to facilitate analysis of the chart. The receiving antenna must be non-directional and of the same polarization as the transmitting antenna.

Mobile measurements should be made with a minimum chart speed of 3 inches per mile and preferably 5 or 6 inches per mile. Locations shall be noted on the recorder chart as frequently as necessary to definitely fix the relation between the measured field intensity and the location. The time constant of the equipment should be such to permit adequate analysis of the charts, and the time constant employed shall be shown. Measurements should be made to a point on each radial well beyond the particular contour under investigation. The transmitter power shall be maintained as close as possible to the authorized power throughout the survey.

After the measurements are completed, the recorder chart shall be divided into not less than 15 sections on each equivalent radial from the station. The field intensity in each section of the chart shall be analyzed to determine the field intensity received 50 percent of the distance (median field) throughout the section, and this median field intensity associated with the corresponding sector of the radial. The field intensity figures must be corrected for a receiving antenna elevation of thirty feet and for any directional effects of the automobile not otherwise compensated. This data should be plotted for each radial, using log-coordinate paper with distance as the abscissa and field intensity as the ordinate. A smooth curve should be drawn through these points (of median fields for all sectors), and this curve used to determine the distance to the desired contour. The distances obtained for each radial may then be plotted on the map of predicted coverage or on polar coordinate paper (excluding water areas, etc.) to determine the service and interference areas of a station.

In making measurements to establish the field intensity contours of a station, mobile recordings should be made along each of the radials drawn in Section 2 E above. Measurements should extend from the vicinity of the station out to the 1000 uv/m measured contour and somewhat beyond (at the present time it is not considered practical to conduct mobile measurements far beyond this contour due to the fading ratio at weak fields, which complicates analysis of the charts). These measurements would be made for the purpose of determining the variation of the measured contours from those predicted, and it is expected that initially the correlation of the measured 1000 uv/m with the predicted 1000 uv/m contour will be used as a basis in determining adherence to authorized service areas within the 50 uv/m contour. Adjustment of power or antenna may be required to fit the actual contours to that predicted.

In addition to the 1000 uv/m contour, the map of measured coverage shall show the 50 uv/m contour as determined by employing Figure 1 and the distance to the 1000 uv/m contour along each radial. The sliding scale shall be placed on the figure at the appropriate antenna height for the radial in question and then moved so the distance to the 1000 uv/m contour (as measured) and the 1000 uv/m mark are opposite. The distance to the 50 uv/m contour is then given opposite the 50 uv/m mark on the scale.

In predicting tropospheric interference on the basis of the above measurements, such measurements shall be carried out in the manner indicated above to determine the 1000 uv/m contour. Using Figure 1 and its associated sliding scale, the equivalent radiated power shall be determined by placing the sliding scale on the chart (using the appropriate antenna height) and moving the scale until the distance to the 1000 uv/m contour (as determined above), and the 1000 uv/m mark are opposite. The equivalent radiated power is then read from the sliding scale where it crosses the lower line of the top edge of the chart. Changing to Figure 2 and using the equivalent radiated power just determined, the distance to the interfering contour under investigation is read in the usual manner.

In certain cases the Commission may desire more information or recordings and in these instances special instructions will be issued. This may include fixed location measurements to determine tropospheric propagation and fading ratios.

Complete data taken in conjunction with field intensity measurements shall be submitted to the Commission in affidavit form, including the following:

A. Map or maps showing the roads or points where measurements were made, the service and/or interference areas determined by the prediction method and by the measurements, and any unusual terrain characteristics existing in these areas. (This map may preferably be of a type showing topography in the area).

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* Figure 2 expected to be available approximately November 1, 1945.

B. If a directional transmitting antenna is employed, a diagram on polar coordinate paper showing the predicted free space field intensity in millivolts per meter at one mile in all directions. (See Section 7).

C. A full description of the procedures and methods employed including the type of equipment, the method of installation and operation, and calibration procedures.

D. Complete data obtained during the survey, including calibration.

E. Antenna system and power employed during the survey.

F. Name, address, and qualifications of the engineer or engineers making the measurements.

All data shall be submitted to the Commission in triplicate, except that only the original or one photostatic copy need be submitted of the actual recording tapes.

6. TRANSMITTER LOCATION

A. The transmitter location should be as near the center of the proposed service area as possible consistent with the applicant's ability to find a site with sufficent elevation to provide service throughout the area. Location of the antenna at a point of high elevation is necessary to reduce to a minimum the shadow effect on propagation due to hills and buildings which may reduce materially the intensity of the station's signals in a particular direction. The transmitting site should be selected consistent with the purpose of the station, i.e., whether it is intended to serve a small city, a metropolitan area or a large region. Inasmuch as service may be provided by signals of 1000 uv/m or greater field intensities in metropolitan areas, and inasmuch as signals as low as 20 uv/m may provide service in rural areas, considerable latitude in the geographical location of the transmitter is permitted; however, the necessity for a high elevation for the antenna may render this problem difficult. In general, the transmitting antenna of a station should be located at the most central point at the highest elevation available. In providing the best degree of service to an area, it is usually preferable to use a high antenna rather than a lower antenna with increased transmitter power. The location should be so chosen that line-of-sight can be obtained from the antenna over the principal city or cities to be served; in no event should there be a major obstruction in this path.

B. The transmitting location should be selected so that the 100 uv/m contour encompasses the urban population within the area to be served and the 50 uv/m or the interference free contour coincides generally with the limits of the area to be served. It is recognized that topography, shape of the desired service area, and population distribution may make the choice of a transmitter location difficult. In such cases consideration may be given to the use of a directional antenna system, although it is generally preferable to choose a site where a non-directional antenna may be employed.

C. In cases of questionable antenna locations it is desirable to conduct propagation tests to indicate the field intensity expected in the principal city or cities to be served and in other areas, particularly where severe shadow problems may be expected. In considering applications proposing the use of such locations, the Commission may require site tests to be made. Such tests should be made in accordance with the measurement procedure previously described, and full data thereon must be supplied to the Commission. Test transmitters should employ an antenna having a height as close as possible to the proposed antenna height, using a balloon or other support if necessary and feasible. Information concerning the authorization of site tests may be obtained from the Commission upon request.

D. Present information is not sufficiently complete to establish "blanket areas" of FM broadcast stations, which are defined as those areas adjacent to the transmitters in which the reception of other stations is subject to interference due to the strong signal from the stations. Where it is found necessary to locate the transmitter in a residential area where blanketing problems may appear to be excessive, the application must include a showing concerning the availability of other sites. The authorization of station construction in areas where blanketing problems appear to be excessive will be on the basis that the applicant will assume full responsibility for the adjustment of reasonable complaints arising from excessively strong signals of the applicant's station. As a means of minimizing interference problems, it is expected that stations adjacent in location will generally be assigned frequencies that are generally adjacent. Insofar as is feasible, frequency assignments for stations at separated locations will also be separated.

Cognizance must of course be taken regarding the possible hazard of the proposed antenna structure to aviation and the proximity of the proposed site to airports and airways. In passing on proposed construction, the Commission refers each case to the CAA for its recommendations. Antenna painting and/or lighting may be required at the time of construction or at a later date.

7. ANTENNA SYSTEMS

A. It shall be standard to employ horizontal polarization. If the use of vertical polarization appears desirable in special circumstances, its use may be authorized upon a showing of need.

B. The antenna must be constructed so that it is as clear as possible of surrounding buildings or objects that would cause shadow problems.

C. Applications proposing the use of directional antenna systems must be accompanied by the following:

(1) Complete description of the proposed antenna system.

(2) Orientation of array with respect to true north; time phasing of fields from elements (degrees leading or lagging); space phasing of elements (in feet and in degrees); ratio of fields from elements.

(3) Calculated field intensity pattern (on letter-size polar coordinate paper) giving the free space field intensity in millivolts per meter at one mile in the horizontal plane, together with the formula used, constants employed, sample calculations and tabulation of calculation data.

(4) Name, address, and qualifications of the engineer making the calculations.

D. Applications proposing the use of FM broadcast antennas in the immediate vicinity (i.e., 200 feet or less) of (1) other FM broadcast antennas, or (2) television broadcast antennas for frequencies adjacent to the FM broadcast band, must include a showing as to the expected effect, if any, of such proximate operation.

In cases where it is proposed to use a tower of a standard broadcast station as a supporting structure for an FM broadcast antenna, an application for construction permit (or modification of construction permit) for such station must be filed for consideration with the FM application. Applications may be required for other classes of stations when their towers are to be used in connection with FM broadcast stations.

When an FM broadcast antenna is mounted on a non-directional standard broadcast antenna, new resistance measurements must be made of the standard broadcast antenna after installation and testing of the FM broadcast antenna. During the installation and until the new resistance determination is approved, the standard broadcast station licensee should apply for authority (informal application) to operate by the indirect method of power determination. The FM broadcast license application will not be considered until the application form concerning resistance measurements is filed for the standard broadcast station.

When an FM broadcast antenna is mounted on an element of a standard broadcast directional antenna, a full engineering study concerning the effect of the FM broadcast antenna on the directional pattern must be filed with the application concerning the standard broadcast station. Depending upon the individual case, the Commission may require readjustment and certain field intensity measurements of the standard broadcast station following the completion of the FM broadcast antenna system.

When the proposed FM broadcast antenna is to be mounted on a tower in the vicinity of a standard broadcast directional array and it appears that the operation of the directional antenna system may be affected, an engineering study must be filed with the FM broadcast application concerning the effect of the FM broadcast antenna on the directional pattern. Readjustment and field intensity measurements of the standard broadcast station may be required following construction of the FM broadcast antenna.

Information regarding data required in connection with standard broadcast directional antenna systems may be found in the Standards of Good Engineering Practice Concerning Standard Broadcast Stations.

In the event a common tower is used by two or more licensees for antenna and/or antenna supporting purposes, the licensee who is owner of the tower shall assume full responsibility for the installation and maintenance of any painting or lighting requirements. In the event of shared ownership, one licensee shall assume such responsibility and advise the Commission accordingly.

E. It is recommended that an emergency FM broadcast antenna be installed, or, alternately, an auxiliary transmission line or lines if feasible in the particular circumstances. Data thereon should be supplied with the application for construction permit; if proposed after station construction, an informal application should be submitted to the Commission.

F. When necessary for the protection of air navigation, the antenna and supporting structure shall be painted and illuminated in accordance with the specifications supplied by the Commission pursuant to section 303 (q) of the Communications Act of 1934, as amended.

These individual specifications are issued for and attached to each authorization for an installation. The details of the specifications depend on the degree of hazard presented by the particular installation. The tower paint shall be kept in good condition and repainted as often as necessary to maintain this condition.

General information regarding painting and lighting requirements is contained in the Obstruction Marking Manual available from the Civil Aeronautics Administration, Washington 25, D. C.

8. TRANSMITTERS AND ASSOCIATED EQUIPMENT

A. Electrical Performance Standards—The general design of the FM broadcast transmitting system (from input terminals of microphone pre-amplifier, through audio facilities at the studio, through lines or other circuits between studio and transmitter, through audio facilities at the transmitter, and through the transmitter, but excluding equalizers for the correction of deficiencies in microphone response) shall be in accordance with the following principles and specifications:

(1) Standard power ratings and operating power range of FM broadcast transmitters shall be in accordance with the following table:

Standard Power Rating	*Operating Power Range*
250 watts	250 watts or less
1 kw	250 watts— 1 kw
3 kw	1— 3 kw
10 kw	3— 10 kw
25 kw	10— 25 kw
50 kw	10— 50 kw
100 kw	50—100 kw

Composite transmitters may be authorized with a power rating different from the above table, provided full data is supplied in the application concerning the basis employed in establishing the rating and the need therefor. The operating range of such transmitters shall be from one-third of the power rating to the power rating.

The transmitter shall operate satisfactorily in the operating power range with a frequency swing of ± 75 kilocycles, which is defined as 100% modulation.

(2) The transmitting system shall be capable of transmitting a band of frequencies from 50 to 15,000 cycles. Pre-emphasis shall be employed in accordance with the impedence-frequency characteristic of a series inductance-resistance network having a time constant of 75 microseconds. (See Figure 3). The deviation of the system response from the standard pre-emphasis curve shall lie between two limits as shown in Figure 3. The upper of these limits shall be uniform (no deviation) from 50 to 15,000 cycles. The lower limit shall be uniform from 100 to 7,500 cycles, and three db below the upper limit; from 100 to 50 cycles the lower limit shall fall from the three db limit at a uniform rate of one db per octave (four db at 50 cycles); from 7500 to 15,000 cycles the lower limit shall fall from the three db limit at a uniform rate of two db per octave (five db at 15,000 cycles).

(3) At any modulation frequency between 50 and 15,000 cycles and at modulation percentages of 25%, 50%, and 100%, the combined audio frequency harmonics measured in the output of the system shall not exceed the root-mean-square values given in the following table:

Modulating frequency	*Distortion*
50 to 100 cycles	3.5%
100 to 7500 cycles	2.5%
7500 to 15000 cycles	3.0%

Measurements shall be made employing 75 microsecond de-emphasis in the measuring equipment and 75 microsecond pre-emphasis in the transmitting equipment, and without compression if a compression amplifier is employed. Harmonics shall be included to 30 kc.[*]

It is recommended that none of the three main divisions of the system (transmitter, studio to transmitter circuit, and audio facilities) contribute over one half of these percentages since at some frequencies the total distortion may became the arithmetic sum of the distortions of the divisions.

(4) The transmitting system output noise level (frequency modulation) in

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[*] See Section 13 for measurement frequencies and other information.

(*Continued on page 34*)

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the band of 50 to 15,000 cycles shall be at least 60 decibels below the audio frequency level representing a frequency swing of ± 75 kilocycles. The noise-measuring equipment shall be provided with standard 75-microsecond de-emphasis; the ballistic characteristics of the instrument shall be similar to those of the Standard VU Meter.

(5) The transmitting system output noise level (amplitude modulation) in the band of 50 to 15,000 cycles shall be at least 50 decibels below the level representing 100% amplitude modulation. The noise-measuring equipment shall be provided with standard 75-microsecond de-emphasis; the ballistic characteristics of the instrument shall be similar to those of the Standard VU Meter.

(6) Automatic means shall be provided in the transmitter to maintain the assigned center frequency within the allowable tolerance (± 2000 cycles).

(7) The transmitter shall be equipped with suitable indicating instruments for the determination of operating power and with other instruments as are necessary for proper adjustment, operation, and maintenance of the equipment (See Section 9).

(8) Adequate provision shall be made for varying the transmitter output power to compensate for excessive variations in line voltage or for other factors affecting the output power.

(9) Adequate provision shall be provided in all component parts to avoid overheating at the rated maximum output power.

(10) Means should be provided for connection and continuous operation of approved frequency and modulation monitors.

(11) If a limiting or compression amplifier is employed, precaution should be maintained in its connection in the circuit due to the use of pre-emphasis in the transmitting system.

B. Construction. In general, the transmitter shall be constructed either on racks and panels or in totally enclosed frames protected as required by article 810[1] of the National Electrical Code and set forth below:

(1) Means shall be provided for making all tuning adjustments, requiring voltages in excess of 350 volts to be applied to the circuit, from the front of the panels with all access doors closed.

(2) Proper bleeder resistors or other automatic means shall be installed across all capacitor banks to lower any voltage which may remain accessible with access door open to less than 350 volts within two seconds after the access door is opened.

(3) All plate supply and other high voltage equipment, including transformers, filters, rectifiers and motor generators, shall be protected so as to prevent injury to operating personnel.

(a) Commutator guards shall be provided on all high voltage rotating machinery. Coupling guards should be provided on motor generators.

(b) Power equipment and control panels of the transmitter shall meet the above requirements (exposed 220 volt AC switching equipment on the front of the power control panels is not recommended but is not prohibited).

(c) Power equipment located at a broadcast station but not directly associated with the transmitter (not purchased as part of same), such as power distribution panels, are not under the jurisdiction of the Commission; therefore Section 3.254 does not apply.

(4) Metering equipment:

(a) All instruments having more than 1,000 volts potential to ground on the movement shall be protected by a cage or cover in addition to the regular case. (Some instruments are designed by the manufacturer to operate safely with voltages in excess of 1,000 volts on the movement. If it can be shown by the manufacturer's rating that the instrument will operate safely at the applied potential, additional protection is not necessary.)

(b) In case the plate voltmeter is located on the low potential side of the multiplier resistor with the potential of the high potential terminal of the instrument at or less than 1,000 volts above ground, no protective case is required. However, it is good practice to protect voltmeters subject to more than 5,000 volts with suitable over-voltage protective devices across the instrument terminals in case the winding opens.

(c) Transmission line meters and any other radio frequency instrument which may be necessary for the operator to read shall be so installed as to be easily and accurately read without the operator having to risk contact with circuits carrying high potential radio frequency energy.

(5) It is recommended that component parts comply as much as possible with the component specifications designated by the Army-Navy Electronics Standards Agency.

C. Wiring and shielding

(1) The transmitter panels or units shall be wired in accordance with standard switchboard practice, either with insulated leads properly cabled and supported or with rigid bus bar properly insulated and protected.

(2) Wiring between units of the transmitter, with the exception of circuits carrying radio frequency energy, shall be installed in conduits or approved fiber or metal raceways for protection from mechanical injury.

(3) Circuits carrying radio frequency energy between units shall be coaxial, two wire balanced lines, or properly shielded.

(4) All stages or units shall be adequately shielded and filtered to prevent interaction and radiation.

(5) The frequency and modulation monitors and associated radio frequency lines to the transmitter shall be thoroughly shielded.

D. Installation

(1) The installation shall be made in suitable quarters.

(2) Since an operator must be on duty during operation, suitable facilities for his welfare and comfort shall be provided.

E. Spare tubes. A spare tube of every type employed in the transmitter and frequency and modulation monitors shall be kept on hand at the equipment location. When more than one tube of any type are employed, the following table determines the number of spares of that type required:

Number of each type employed:	Spares required
1 or 2	1
3 to 5	2
6 to 8	3
9 or more	4

An accurate circuit diagram and list of required spare tubes, as furnished by the manufacturer of the equipment, shall be retained at the transmitter location.

F. Operation. In addition to specific requirements of the rules governing FM broadcast stations, the following operating requirements are specified:

(1) The maximum percentage of modulation shall be maintained in accordance with Section 3.268. However, precautions shall be taken so as not to substantially alter the dynamic characteristics of musical programs.

(2) Spurious emissions, including radio frequency harmonics, shall be maintained at as low a level as practicable at all times in accordance with good engineering practice.

(3) If a limiting or compression amplifier is employed, care should be maintained in its use due to pre-emphasis in the transmitting system.

G. Studio Equipment. Studio equipment shall be subject to all the above requirements where applicable except as follows:

(1) If properly covered by an underwriter's certificate, it will be considered as satisfying safety requirements.

(2) Section 8191 of Article 810 of the National Electrical Code shall apply for voltages only in excess of 500 volts.

No specific requirements are made with regards to the microphones to be employed. However, microphone performance (including compensating networks, if employed) shall be compatible with the required performance of the transmitting system.

No specific requirements are made relative to the design and acoustical treatment of studios. However, the design of studios, particularly the main studio, shall be compatible with the required performance characteristics of FM broadcast stations.

9. INDICATING INSTRUMENTS

An FM broadcast transmitter shall be equipped with suitable indicating instruments of acceptable accuracy to measure (1) the direct plate voltage and current of the last radio stage, and (2) the main transmission line radio frequency current or voltage.

The following requirements and specifications shall apply to indicating instruments used by FM broadcast stations:

A. Instruments indicating the plate current or plate voltage of the last radio stage (linear scale instruments) shall meet the following specifications:

(1) Length of scale shall be not less than 2 3/10 inches.

(2) Accuracy shall be at least 2 percent of the full scale reading.

(3) Scale shall have at least 40 divisions.

(4) Full scale reading shall not be greater than five times the minimum normal indication.

B. Instruments indicating transmission line current or voltage shall meet the following specifications:

(1) Instruments having linear scales shall meet the requirements of A (1), (2), (3), and (4) above.

(2) Instruments having logarithmic or square law scales.

(a) Shall meet requirements A(1) and (2) for linear scale instruments.

(b) Full scale reading shall not be greater than three times the minimum normal indication.

(c) No scale division above one-third full scale reading (in amperes) shall be greater than one-thirtieth of the full scale reading.

C. Radio frequency instruments having expanded scales.

(1) Shall meet requirements A(1), (2), and (4) for linear scale instruments.

(2) No scale division above one-fifth full scale reading (in amperes) shall be greater than one-fiftieth of the full scale reading.

(3) The meter face shall be marked with the words 'Expanded Scale' of the abbreviation thereof (E. S.).

D. No instruments indicating the plate current or plate voltage of the last radio stage or the transmission line current or voltage shall be changed or replaced without written authority of the Commission, except by instruments of the same maximum scale readings and accuracy. Requests for authority to use an instrument of different maximum scale reading and/or accuracy shall be made by letter or telegram giving the manufacturer's name, type number, and full scale reading of the proposed instrument and the values of current or voltage the instrument will be employed to indicate. Requests for temporary authority to operate without an instrument may be made by letter or telegram stating the necessity therefor and the period involved.

E. No required instrument, the accuracy of which is questionable, shall be employed. Repairs and recalibration of instruments shall be made by the manufacturer, or by an authorized instrument repair service of the manufacturer, or by some other properly qualified and equipped instrument repair service. In any event the repaired instrument must be supplied with a certificate of calibration.

F. Recording instruments may be employed in addition to the indicating instruments to record the transmission line current or voltage and the direct plate current and/or direct plate voltage of the last radio stage, provided that they do not affect the operation of the circuits or accuracy of the indicating instruments. If the records are to be used in any proceeding before the Commission as representative of operation, the accuracy must be the equivalent of the indicating instruments and the calibration shall be checked at such intervals as to insure the retention of the accuracy.

G. The function of each instrument used in the equipment shall be clearly and permanently shown on the instrument itself or on the panel immediately adjacent thereto.

10. AUXILIARY TRANSMITTERS

Auxiliary transmitters may not exceed the power rating or operating power range of the main transmitter, but need not conform to the performance characteristic specified by Section 8 A (2) to 8 A (5) inclusive. The subsequent portions of Section 8 apply to auxiliary transmitters.

11. OPERATING POWER: DETERMINATION AND MAINTENANCE

A. The operating power of FM broadcast stations shall be determined by the indirect method. This is the product of the plate voltage (Ep) and the plate current (Ip) of the last radio stage, and an efficiency factor, F; that is:

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[1] The pertinent sections of article 810 of the National Electrical Code read as follows: "8191. General.—Transmitters shall comply with the following:

"a. Enclosing.—The transmitter shall be enclosed in a metal frame or grille, or separated from the operating space by a barrier or other equivalent means, all metallic parts of which are effectually connected to ground.

"b. Grounding of controls.—All external metallic handles and controls accessible to the operating personnel shall be effectually grounded. No circuit in excess of 150 volts shall have any parts exposed to direct contact. A complete dead-front type of switchboard is preferred.

"c. Interlocks on doors.—All access doors shall be provided with interlocks which will disconnect all voltages in excess of 350 volts when any access door is opened."

Operating power=Ep x Ip x F

The efficiency factor, F, shall be established by the transmitter manufacturer for each type of transmitter for which he requests FCC approval, and shall be shown in the instruction books supplied to the customer with each transmitter. In the case of composite equipment the factor F shall be furnished to the Commission by the applicant along with a statement of the basis used in determining such factor.

B. The operating power shall be maintained as near as practicable to the authorized operating power, and shall not exceed the limits of 5 percent above and 10 percent below the authorized power except in emergencies. In the event it becomes impossible to operate with the authorized power, the station may be operated with reduced power for a period of 10 days or less provided the Commission and the Inspector in Charge[1] of the district in which the station is located shall be notified in writing immediately thereafter and also upon the resumption of normal operating power.

12. FREQUENCY AND MODULATION MONITORS AT AUXILIARY TRANSMITTERS

Sections 3.252 and 3.253 require that each FM broadcast station have approved frequency and modulation monitors in operation at the transmitter. The following shall govern the installation of approved frequency and modulation monitors at auxiliary transmitters of FM broadcast stations in compliance with these rules:

In case the auxiliary transmitter location is at a site different from that of the main transmitter, an approved frequency monitor shall be installed at the auxiliary transmitter except when the frequency of the auxiliary transmitter can be monitored by means of the frequency monitor at the main transmitter. When the auxiliary transmitter is operated without a frequency monitor under this exemption, it shall be monitored by means of the frequency monitor at the main transmitter.

The licensee will be held strictly responsible for any center frequency deviation of the auxiliary transmitter in excess of 2000 cycles from the assigned frequency, even though exempted by the above from installing an approved frequency monitor.

Installation of an approved modulation monitor at the location of the auxiliary transmitter, when different from that of the main transmitter, is optional with the licensee. However, when it is necessary to operate the auxiliary transmitter beyond two calendar days, a modulation monitor shall be installed and operated at the auxiliary transmitter. The monitor (if taken from the main transmitter) shall be reinstalled at the main transmitter immediately upon resumption of operation of the main transmitter.

In all cases where the auxiliary transmitter and the main transmitter have the same location, the same frequency and modulation monitors may be used for monitoring both transmitters, provided they are so arranged as to be readily switched from one transmitter to the other.

13. * REQUIREMENTS FOR TYPE APPROVAL OF TRANSMITTERS

Section 3.254 of the Rules and Section 8 of these Standards concern the design, construction and technical operation of FM broadcast station equipment. In order to facilitate the filing of and action on applications for construction permits specifying equipment of standard manufacture, the Commission will approve, as complying with the technical requirements, such equipment by type, subject to the following conditions and in accordance with the following procedure:

A. Approval of equipment by the Commission is only to the effect that insofar as can be determined from the data supplied, the equipment complies with the current requirements of good engineering practice and the current technical Rules and Regulations of the Commission. The approval may be withdrawn upon subsequent inspection or operation showing the equipment is not as represented or does not comply with the technical Rules and Regulations of the Commission and the requirements of good engineering practice.

B. Such approval shall not be construed to mean that the equipment will be satisfactory as the state of the art progresses and/or as the Rules and Regulations of the Commission may be changed as deemed advisable.

C. Applicants specifying equipment of approved manufacture need not submit detailed descriptions and diagrams where the correct type number is specified provided that the equipment proposed is identical with that approved.

D. In passing on equipment, no consideration is given by the Commission to patent rights.

E. For approval of FM broadcast transmitters, manufacturers shall submit FCC Form 319 completed with respect to all pertinent sections (two sworn copies). In addition or included therein shall be the data set forth below, all of which shall be verified before a notary public.**

(1) Photographs or drawings, or any other evidence that construction is in accordance with the requirements of good engineering practice.

(2) Data and curves showing overall audio frequency response from 50 to 15,000 cycles for approximately 25, 50 and 100 percent modulation. Measurements shall be made on at least the following modulation frequencies: 50, 100, 400, 5000, 10,000 and 15,000 cycles. This shall be plotted below a standard 75 microsecond pre-emphasis curve (see Figure 3).

(3) Data on audio frequency harmonics for 25, 50 and 100 percent modulation for the fundamental frequencies of 50, 100, 400, 1000 and 5000 cycles. Data on audio frequency harmonics for 100 percent modulation for fundamental frequencies of 10,000 and 15,000 cycles. Measurements shall include harmonics to 30,000 cycles. (Measurements at 10,000 and 15,000 cycles at 25 and 50 percent modulation are not practical at this time, due to the de-emphasis in the measuring equipment.)

(4) Carrier hum and extraneous noise (AM and FM) generated within the equipment and measured as the level below 100 percent modulation.

(5) Means of varying output power to compensate for power supply voltage variations.

(6) Data and curves on mean frequency stability for variations in ambient temperatures over the ranges encountered in practice.

(7) Data and curves on frequency stability for variations in power supply voltage from 85 to 115 percent normal.

(8) Net sale price.

F. In case any manufacturer decides to produce a 100 kw transmitter and submit data on it for approval, or any power rating not listed as standard he shall give notice to the Commission which will release by public notice the manufacturer's name and the standard power rating of the transmitter to be produced at least six months prior to the delivery date or completion of such transmitter.

14. * REQUIREMENTS FOR TYPE APPROVAL OF FREQUENCY MONITORS

Section 3.252 of the Rules requires each FM broadcast station to have in operation, at the transmitter, an approved frequency monitor independent of the frequency control of the transmitter. The frequency monitor shall be approved by the Commission and shall have a stability and accuracy of at least one-half (± 1000 cycles) of the permitted frequency deviation of the FM broadcast station. Visual indication of the operating frequency shall be provided.

A. General Requirements

In general a frequency monitor for FM broadcast stations requires a stable source of radio frequency energy whose frequency is accurately known and a means of comparing the transmitter center frequency with this stable source. The visual indicator is calibrated to indicate the deviation of the transmitter center frequency from the frequency assigned.

Approval of a frequency monitor for FM broadcast stations will be considered on the basis of data submitted by the manufacturer. Any manufacturer desiring to submit a monitor for approval shall supply the Commission with full details (two sworn copies).

In approving a frequency monitor based on these tests and specifications, the Commission merely recognizes that the type of monitor has the inherent capability of functioning in compliance with Section 3.252, if properly constructed, maintained and operated. The Commission accepts no responsibility beyond this and further realizes that monitors may have a limited range over which the visual indicator will determine deviations. Accordingly, it may be necessary that adjunct equipment be used to determine major deviations.

No change whatsoever will be permitted in the monitors sold under approval number issued by the Commission except when the licensee or the manufacturer is specifically authorized to make such changes. When it is desired to make any change, either mechanical or electrical, the details shall be submitted to the Commission for its consideration.

Approval is given subject to withdrawal if the unit proves defective in service and cannot be relied upon under usual conditions of maintenance and operation encountered in the average FM broadcast station. Withdrawal of approval means that no further units may be installed by FM broadcast stations for the purpose of complying with Section 3.252; however, this will not affect units already sold unless it is found that there has been an unauthorized change in design or construction or that the material or workmanship is defective.

B. General Specifications.

The general specifications that frequency monitors shall meet before they will be approved by the Commission are as follows: **

(1) The unit shall have an accuracy of at least ± 1000 cycles under ordinary conditions (temperature, humidity, power supply variations and other conditions which may affect its accuracy) encountered in FM broadcast stations throughout the United States for any channel within the FM broadcast band.

(2) The range of the indicating device shall be at least from 2000 cycles below to 2000 cycles above. the assigned center frequency.

(3) The scale of the indicating device shall be so calibrated as to be accurately read within at least 100 cycles.

(4) Means shall be provided for adjustment of the monitor indication to agree with an external standard.

(5) The monitor shall be capable of continuous operation and its circuit shall be such as to permit continuous monitoring of the transmitter center frequency.

(6) Operation of the monitor shall have no deleterious effect on the operation of the transmitter or the signal emitted therefrom.

C. Tests to be made for approval of FM broadcast frequency monitors.

The manufacturer of a monitor shall submit data on the following at the time of requesting approval:

(1) Constancy of oscillator frequency, as measured several times in one month.

(2) Constancy of oscillator frequency when subjected to vibration tests which would correspond to the treatment received in shipping, handling and installing the instrument.

(3) Accuracy of readings of the frequency deviation instrument.

(4) Functioning of frequency adjustment device.

(5) Effects on frequency and readings, of the changing of tubes, of voltage variations, and of variations of room temperature through a range not to exceed 10° to 40° C.

(6) Response of indicating instrument to small changes of frequency.

(7) General information on the effect of tilting or tipping or other tests to determine ability of equipment to withstand shipment.

Various other tests may be made or required, such as effects of variation of input from the transmitter depending upon the character of the apparatus.

Tests shall be conducted in such a manner as to approximate actual operating conditions as nearly as possible. The equipment under test shall be operated on any channel in the FM broadcast band.

15. * REQUIREMENTS FOR TYPE APPROVAL OF MODULATION MONITORS

Section 3.253 requires each FM broadcast station to have an approved modulation monitor in operation at the transmitter. This monitor may or may not be a part of the FM broadcast frequency monitor. Approval of a modulation monitor for FM broadcast stations will be considered on the basis of data submitted by the manufacturer. Any manufacturer desiring to submit a monitor for approval shall supply the Commisssion with full details (two sworn copies). The specifications that the modulation monitor shall meet before it will be approved by the Commission are as follows: **

A. A device for setting the transmitter input to the modulation monitor.

B. A modulation peak indicating device that can be set at any predetermined value from 50 to 120 percent modulation (± 75 kc swing is defined as 100 percent modulation) and for either positive or negative swings (i.e., either above or below transmitter center frequency).

C. An indicator using a meter having the characteristics and scale of a standard VU meter. A switch shall be provided so this meter will read either positive or negative swings. The accuracy of reading of percentage of modula-

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[1] See Appendix 3 of Part I of the Rules and Regulations for addresses of Field Offices,

* Tentative Standard.

** In connection with its type approval of FM equipment, the Commission may send a representative to observe tests made of such equipment by the manufacturer.

(*Continued on page 36*)

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tion shall be within ± 5 percent modulation percentage at any percentage of modulation up to 100 percent modulation.

D. The frequency characteristic curve shall not depart from a straight line more than ± ½ db from 50 to 15,000 cycles. Distortion shall be kept to a minimum.

E. The monitor shall not absorb appreciable power from the transmitter.

F. Operation of the monitor shall have no deleterious effect on the operation of the transmitter.

G. General design, construction and operation shall be in accordance with good engineering practice.

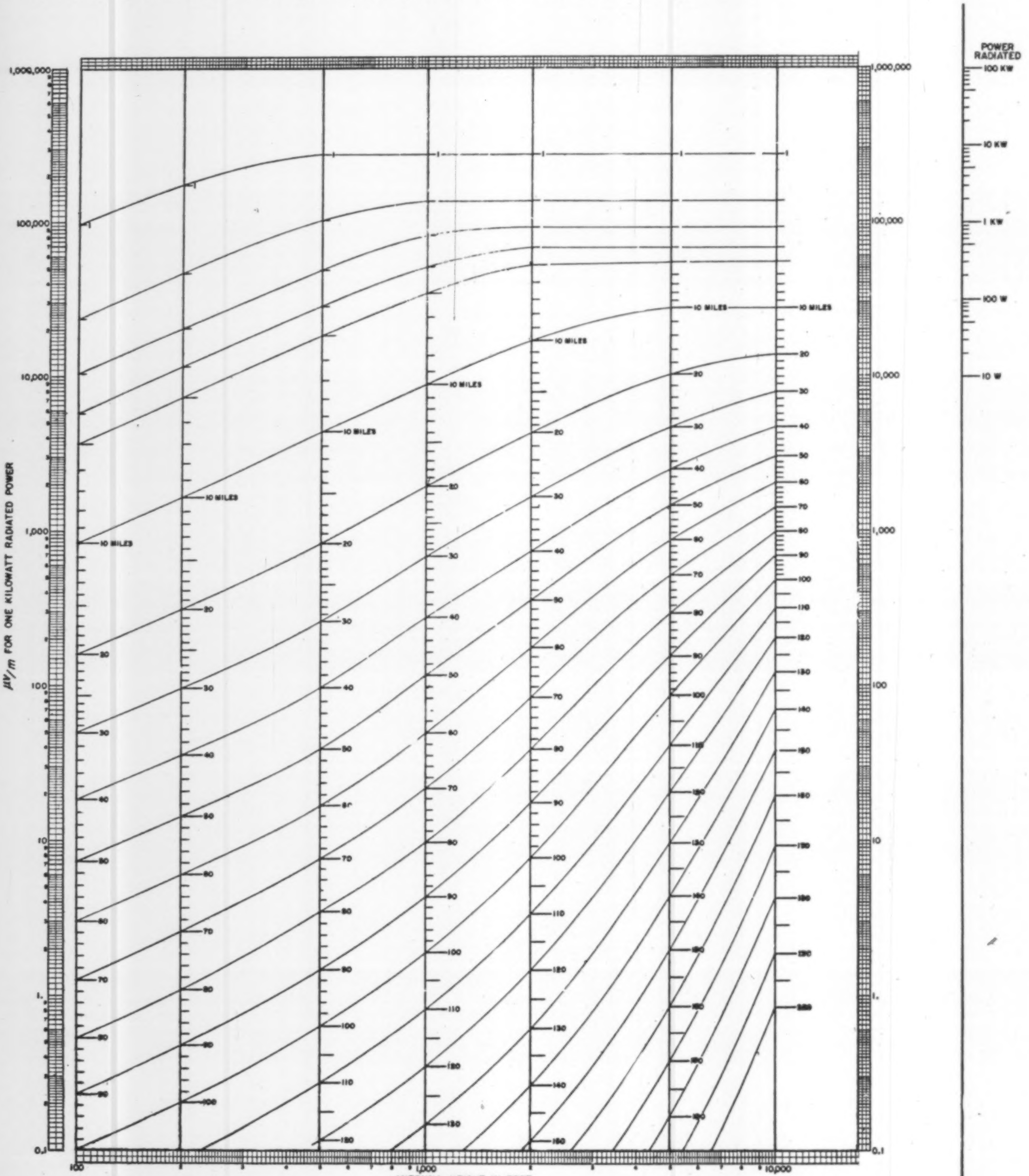

FIGURE 1

GROUND WAVE SIGNAL RANGE FOR FM BROADCASTING

98 mc, $\sigma = 5 \times 10^{-14}$ e.m.u., $\epsilon = 15$, RECEIVING ANTENNA HEIGHT 30 FEET
FOR HORIZONTAL (AND APPROX. FOR VERTICAL) POLARIZATION

83911

16. APPROVED TRANSMITTERS.†

17. Approved Frequency Monitors.†

18. Approved Modulation Monitors.†

19. FM Broadcast Application Forms.

FCC Form No. 314—Application for Consent to Assignment of Radio Broadcast Station Construction Permit of License (See Rules Section 3.223).

FCC Form No. 315—Application for Consent to Transfer of Control of Corporation Holding Construction Permit or Station License. (See Rules Section 3.223).

FCC Form No. 316—Inventory of Station Property to be submitted with Forms FCC No. 314 and 315.

FCC Form No. 319—Application for New FM Broadcast Station Construction Permit.

FCC Form No. 320—Application for FM Broadcast Station License.

FCC Form No. 322—Application for Construction Permit, Modification of Construction Permit, or Modification of License for an existing FM Broadcast Station.

FCC Form No. 328—Income Statement to be submitted with Forms FCC No. 314 and 315.

FCC Form No. 340—Application for New Noncommercial Educational Broadcast Station Construction Permit.

FCC Form No. 701— Application for Additional Time to Construct Radio Station.

Additional forms and revisions of the above forms are being prepared. The appropriate forms to be employed may be obtained from the Commission upon request.

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† Lists of approved equipment will be issued from time to time for incorporation in these Standards.

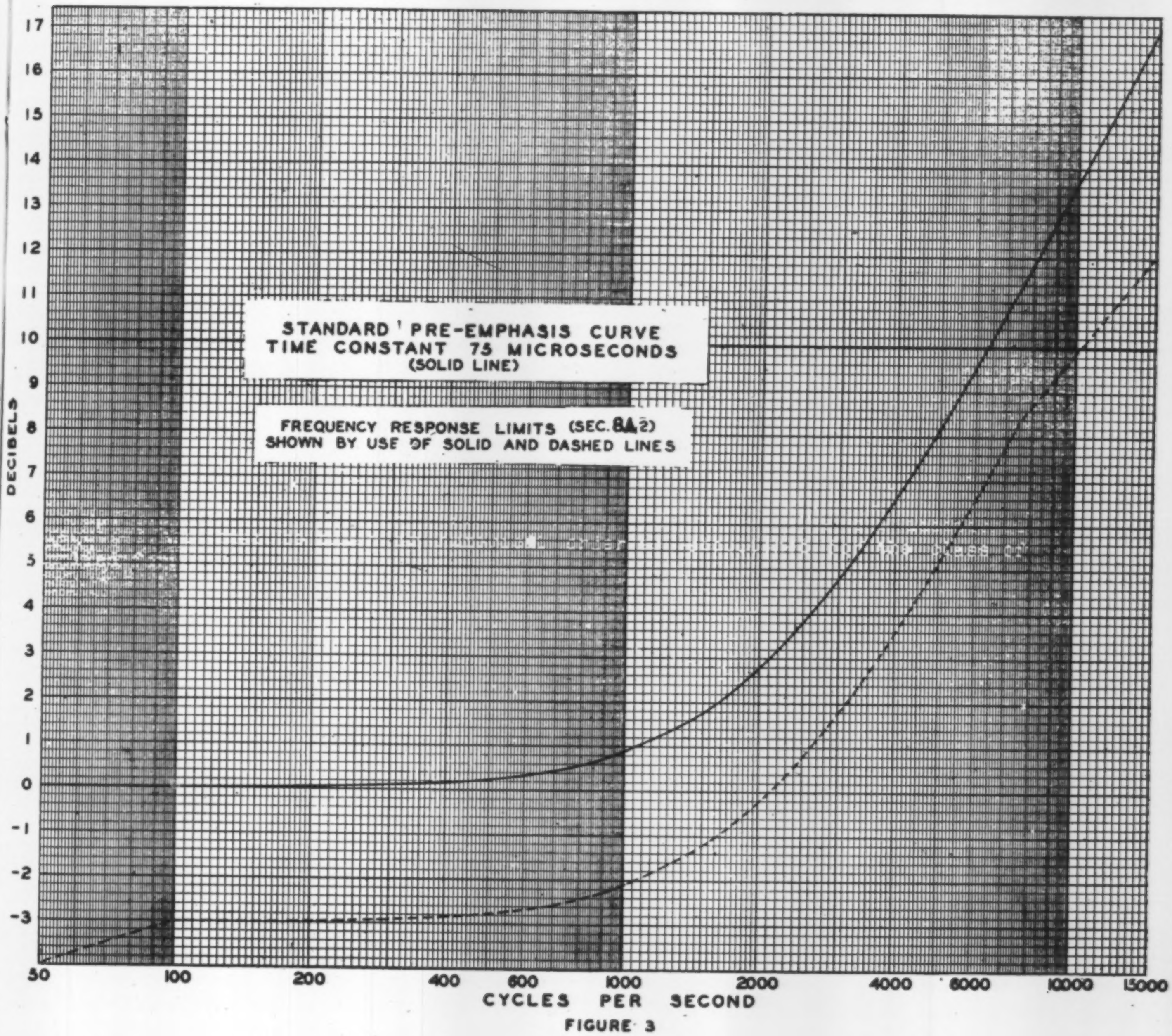

FIGURE 3

COPIES OF THIS SUPPLEMENT CONTAINING TEXT OF FCC STANDARDS OF GOOD ENGINEERING PRACTICE CONCERNING FM BROADCAST STATIONS, MAY BE OBTAINED FROM BROADCASTING MAGAZINE, 870 NATIONAL PRESS BLDG., WASHINGTON 4, D. C.

Including mailing costs, 25c each.

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CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

Frank H. McIntosh
Consulting Radio Engineers
710 14th St. N.W. ME. 4477
Washington, D. C.

MAY, BOND & ROTHROCK
CONSULTING RADIO ENGINEERS
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District 7362 • Glebe 5880

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Garo W. Ray
Consulting Radio Engineer
Hilltop Drive Stratford, Conn.

WORTHINGTON C. LENT
Consulting Engineers
INTERNATIONAL BLDG. WASH., D. C.
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HERBERT L. WILSON
AND ASSOCIATES
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
1018 VERMONT AVE., N.W., WASHINGTON 5, D.C.
NATIONAL 7161

HOLEY & HILLEGAS
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 4400

GOMER L. DAVIES
Consulting Radio Engineer
P.O. Box 71 Warfield 9089
College Park, Md.

DIXIE B. McKEY
ROBERT C. SHAW
CONSULTING
RADIO ENGINEERS
1108 16th Street N. W. Suite 405
Washington, D. C.

WELDON & CARR
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.
1605 CONNECTICUT AVENUE
PHONE—MICHIGAN 4151

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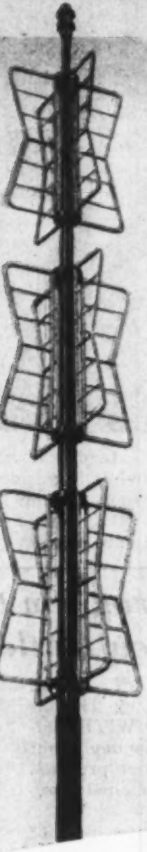


ELECTRONIC TELEVISION IS AN RCA DEVELOPMENT

This is the eleventh in a series of advertisements showing that RCA engineers developed the basic essentials of the electronic television system — *including tubes and circuits.*

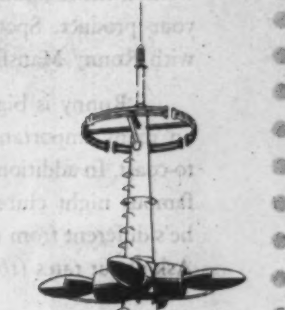
RCA built the first all-electronic television transmitters and receivers — the first commercial television station — established the first television relay system — presented the first electronic theatre television — was the first to televise a baseball game and a Broadway play; and was first to televise from an airplane.

RCA is, and will continue to be, the leader in practical, successful commercial television. You may expect the best of all kinds of television transmitting and receiving equipment from RCA.

BUY MORE VICTORY BONDS

11. THE TELEVISION ANTENNA

RCA engineers have designed a large number of antennas for television, of which, perhaps, the best known is the special antenna built by RCA for NBC, and installed on top of the towering Empire State Building in New York City. RCA television antennas incorporate the latest developments of RCA Laboratories—the world's acknowledged leaders in radio research. For example, the "Super-Turnstile" antenna, shown here, was designed by RCA Victor engineers from the original turnstile antenna developed at RCA Laboratories. This antenna, to be produced by RCA as soon as conditions permit, radiates signals from both the sound and the picture transmitters, and provides the broad response necessary for satisfactory television transmission.



The Fountainhead of Modern Tube Development is RCA

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal

Win the Women's field with

KFI's RONNY MANSFIELD

Spot announcements become "programs" with Ronny Mansfield. He sets the stage for your day-time spot with sentimental songs and charming patter that women thrill to, and then he graciously comments on your product. Spot announcements have personality with Ronny Mansfield.

Ronny is big time. His voice has been featured on many important night-time programs from coast-to-coast. In addition, he has been a featured singer with famous night clubs throughout America. That's why he's different from the "run of the mill" participations. Ask about rates *(they're less than you think.)*

KFI . . . NBC for LOS ANGELES

50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

Earle C. Anthony, Inc.

EDWARD C. PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES

WELCOME HOME is extended Irving Waugh, Pacific war reporter of WSM Nashville, by Edwin Craig, president of National Life & Accident Insurance Co., WSM owner. Joining in greeting are Harry Stone, WSM general manager, and Ottis Devine (between Waugh and Craig), program director. Waugh saw peace signing ceremony on *Missouri.*

Two-Hour Program to Feature Opening Of WLEE, New Outlet in Richmond, Va.

FORMAL dedication of WLEE Richmond, Va., owned by Thomas G. Tinsley, operator of WITH Baltimore, takes place Monday night (Oct. 1), with a two-hour program from the Mosque, municipal auditorium, in Richmond.

Lewis G. Chewning, president of the Richmond Chamber of Commerce, is to be toastmaster at a dinner at the John Marshall Hotel preceding the dedicatory ceremonies, slated to start at 8:30 p.m. Mr. Chewning also is to serve as m.c. at the program.

Mayor William C. Herbert of Richmond is to welcome WLEE and officially dedicate the station to public service in the community. Speakers include Maj. Gen. Phillip G. Hayes, Commanding General, Third Service Command; Mr. Tinsley; Irvin G. Abeloff, station manager.

Program includes personnel from Camp Lee, Va., with 30-minute all-soldier production; Fulton Lewis jr., MBS commentator; Guy Kibbee, stage, screen and radio star; Jean Parker, Sylvia Froos, the dance team of Masters & Rollins, Bob Russell, singer; Al Richie's orchestra, Nayda Norskaya, vocalist.

In addition to the regular cast the finale includes six WACs, six WAVES, six SPARS, six women Marines, a soldier color guard and veterans from McGuire General Hospital. All box seats were reserved for wounded veterans from military hospitals in the area.

Honor guests include commanding officers of Army, Navy and Marine posts near Richmond; city and state officials; civic club boards of directors; Chamber of Commerce board of directors; advertising agency heads; WLEE clients; officials of the Richmond Community Fund, American Red Cross, Victory Loan Drive and heads of all stations in Richmond.

Among honor guests are Wilbur M. Havens and Robert E. Mitchell, WMBG; E. S. Whitlock, WRNL; William T Reed Jr. and C. T. Lucy, WRVA.

A cocktail party is scheduled for the John Marshall at 5:30 p.m., preceding dinner. Following the program at the Mosque, Mr. Tinsley is to be host at a dance at the hotel.

WLEE will operate on 1450 kc with 250 w power and will be affiliated with both Mutual and Associated. A portion of the dedicatory program was to be aired by both networks.

Better Use

WINN

in LOUISVILLE

BASIC STATION AMERICAN

WINN

BROADCASTING COMPANY

HARRY McTIGUE General Manager

5000 WATTS 1330 KC.

WEVD

ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great *Metropolitan* New York *Market.*

Send for WHO'S WHO *on* WEVD

WEVD — 117 West 46th Street, New York, N. Y.

GETTING THE RANGE ON A BALTIMORE HABIT

General William T. Sherman had two habits which disconcerted the members of his staff.

He was fond of strong, evil-smelling cigars, and he frequently chose a position in full sight of the enemy's batteries, to discuss a tactical problem. As hostile shells fell closer and closer, Sherman would dryly remark: "They're getting the range now. You'd better scatter."

Baltimoreans, like General Sherman, have a habit. They tune their radios to "1400 on the dial," for they've learned that WCBM can be depended on for the finest in radio entertainment. Advertisers who act on this, can score a sales bulls-eye in this market because "listening to WCBM is a Baltimore habit."

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer
President

Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder
General Manager

4
GOOD BUYS!

★WLAP-Lexington, Ky.
Kentucky's 2nd Market.
★WBIR-Knoxville, Tenn.
Home of TVA
★WCMI-Ashland, Ky.
The Industrial Tri-State.
★KFDA-Amarillo, Tex.
Amarillo—Northwest Texas.

OWNED AND OPERATED BY
GILMORE N. NUNN and J. LINDSAY NUNN

★1. WLAP - - -

is the only station fully and exclusively serving the rich Lexington Bluegrass market—Kentucky's second market. Hooper figures "tell" an impressive WLAP story. Affiliated with ABC.

★2. WBIR - - -

serves the populous sections of the fast growing Knoxville market in a dominant fashion as Hooper clearly shows. A station worth "looking into" immediately. Affiliated with ABC.

★3. WCMI - - -

provides the needed coverage in the concentrated, industrial Tri-State area which is composed of Ashland, Kentucky; Huntington, West Virginia; Ironton, Ohio and adjacencies. Affiliated with CBS.

★4. KFDA - - -

sends a strong signal throughout the Amarillo-Northwest Texas area. Do they listen? Ask for Hooper statistics and other data! Affiliated with ABC.

The Nunn Stations

serve the populous areas of their respective markets —aggressively!

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.

STATION executives comprise advisory committee to West Virginia Industrial & Publicity Commission. At meeting with W. C. Handlan (seated), executive director, were: John S. Phillips, WGKV Charleston; H. I. Shott Jr., WHIS Bluefield; George W. Smith, WWVA Wheeling, all members of committee. Meeting with them were (at right) Joseph J. Herget and Ella Perrin, WCHS Charleston. Committee members not present were Howard L. Chernoff, W. Va. Network, and Lt. Col. Joe L. Smith Jr., WJLX Beckley.

Gifford Phillips, Colorado Publisher, Buys KGHF Pueblo; Price Is $300,000

SALE of KGHF Pueblo, Col., for $300,000 to Gifford Phillips, young Colorado publisher, subject to FCC approval, was announced last week in Denver. State Senator Curtis P. Ritchie, present owner, will continue to manage the station, retaining one-sixth interest and remaining on the board of directors.

An affiliate of American, KGHF operates on 1350 kc with 1,000 w day and 500 w night. An application is on file with the FCC for increase of power to 5,000 w. The station also plans to enter FM.

Mr. Phillips is publisher of the *East Jefferson Sentinel* and the *Jefferson County Republican*, both weeklies. He was state radio director for the Republican National Committee in 1944 and is considered a member of the liberal branch of the party. He is a son of Mrs. Charles Alfred Johnson, one of Denver's wealthiest residents. He is 27.

Mr. Phillips feels that radio can contribute toward progressive development of Colorado and the west. "That means political as well as economic progress," he declares. "We need aggressive leadership that is unafraid to face issues and solve them. That leadership is especially important in the newspaper and radio fields."

Coincident with the announcement, it was revealed that Frank S. Hoag Jr., publisher of the *Pueblo Chieftain* and *Star-Journal*, Pueblo's two dailies, and William F. and Al Meyer, owner and manager of KMYR Denver, have formed the Star Broadcasting Co. to start regional Pueblo station.

William Fuller

WILLIAM FULLER, 38, Hollywood announcer-producer, died at his North Hollywood, Cal., home Sept. 18.

Snow in September..

down South...

Cotton is the 16-county WSPA-Piedmont's largest money crop. Over 27,500,000 baled-pounds each year are produced in Spartanburg County alone.

CBS
WSPA
SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles. Rep. by Hollingbery

57.7%
of all Iowa families "Listen Most" (night) to
WHO
(55.6%, daytime)
Write for complete facts!
50,000 Watts • Des Moines
Free & Peters, Representatives

first
in Peace!

remember our men

"In recognition of the fact that, although Peace has come, the war may never be over for many of our service men and women, I pledge that I shall continue to entertain hospitalized veterans whenever and wherever I can."

The radio and entertainment industry has done a magnificent job during the war. Now it is invited by KGW to "Remember Our Men" in Peace—men and women who should never be forgotten—those still in our Army and Navy hospitals. Marie Rogndahl, winner of the national "Hour of Charm" contest, was first to sign. Arden X. Pangborn, manager of KGW (left); Robert Shields, U. S. Veteran's administration, and Dr. Paul I. Carter, manager of the Veteran's hospital in Portland, witnessed the event.

Printed copies of the "Remember Our Men" pledge will be furnished without charge by Station KGW.

ONE OF THE GREAT STATIONS OF THE NATION

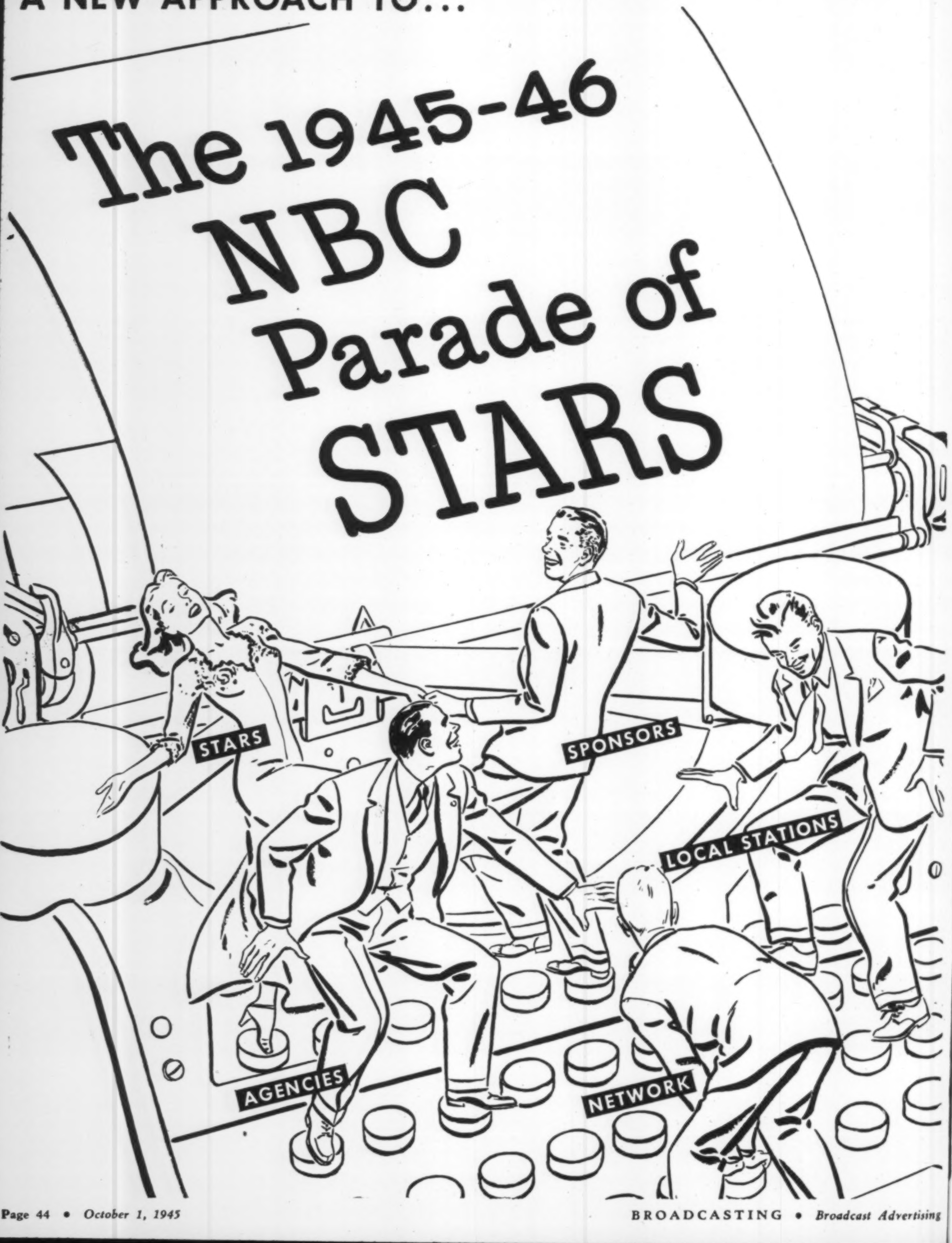
KGW

PORTLAND, OREGON

NBC

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO. INC.

A NEW APPROACH TO...


The 1945-46
NBC
Parade of
STARS
STARS
SPONSORS
LOCAL STATIONS
AGENCIES
NETWORK

NEWSPAPER ADS AND PUBLICITY

• The presses are rolling, from coast to coast . . . pounding out the hardest-hitting newspaper advertising . . . the hottest publicity stories . . . ever prepared for the NBC PARADE OF STARS.

For this season, the first time in the history of radio's greatest year-round promotion drive, the entire 1945-46 NBC PARADE OF STARS campaign was *jointly planned* in a series of coast-to-coast meetings between the National Broadcasting Company and (1) local stations, (2) sponsors, (3) advertising agencies and (4) stars.

Result: The 1945-46 PARADE OF STARS advertising campaign—running 148 days—using space sizes from single-column individual program ads to dominant 1200-line display copy—covering *every* NBC program—utilizing an integrated, eye-stopping technique.

Plus—press publicity and pictures placed in the nation's newspapers by affiliated stations serviced by the NBC Press Department.

Big every year, this year bigger than ever, NBC's 1945-46 Parade of Stars launches a new chapter in its year-round promotion of the greatest shows in radio . . . programs designed to continue to keep NBC *"the network most people listen to most."*

National Broadcasting Company

America's No. 1 Network

A service of Radio Corporation of America

Broadcasting at its Best
WSPD
Toledo, Ohio
WWVA
Wheeling, West Va.
WAGA
Atlanta, Georgia
WGBS
Miami, Florida
WMMN
Fairmont, West Va.
WLOK
Lima, Ohio
WHIZ
Zanesville, Ohio
A FORT INDUSTRY STATION
FORT INDUSTRY COMPANY
IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT!

MANAGEMENT

LT. COL. JAMES C. HANRAHAN, for three years on leave from his post as executive vice-president of Scripps-Howard Radio Inc., has returned to Army headquarters in Washington on temporary duty with Civil Affairs Division, War Dept., probably preparatory to inactive status. He served with distinction for 25 months in Italy, Sicily, Africa and Germany, and was decorated three times. Upon his discharge, Col. Hanrahan is expected to resume direction of Scripps-Howard Radio operations. **LT. JACK HOWARD**, president of Scripps-Howard Radio, who has been on active duty in the Pacific theater for two years, is expected to return shortly to the U. S.

JOHN F. MANNING, Jr., former radio director for Hirshon-Garfield, New York, has been appointed station manager of WHDH Boston. **MRS. MANNING**, also formerly with Hirshon-Garfield, has been named program director of WHDH.

LT. HAROLD F. GROSS, president of WJIM Lansing, Mich., released from the Navy, has returned to the station. **FRED WAGENVOORD**, acting manager during absence of Lt. Gross, will continue his managerial duties.

FRANK McINTYRE, manager of KID Idaho Falls, will rejoin KUTA Salt Lake City in an executive program capacity about Oct. 1.

MARK WOODS, president; **ROBERT E. KINTNER**, vice-president, and **JOHN DONAHUE** and **SLOCUM CHAPIN** of the sales staff, American Broadcasting Co., attended first broadcast Sept. 30 of Ford Motor Co "Sunday Evening Hour" on that network from Detroit.

THELMA KIRCHNER, manager of KGFJ Los Angeles, was married to William H. Smalley in mid-September.

JIM OWNBY, sales manager of WJHO Opelika, Ala., since 1942, has been appointed manager of WMJM Cordele, Ga., licensed to the Cordele Dispatch Pub. Co.

C. L. THOMAS, manager of KXOK St. Louis, has been appointed to the board of governors of the St. Louis Adv. Club for two year term.

COMMERCIAL

RICHARD C. BACHMAN, formerly with General Outdoor Adv., Pittsburgh Outdoor Adv., and previously on the sales staff of KDKA Pittsburgh, has been appointed sales representative for Mutual in western Pennsylvania, eastern Ohio and northern West Virginia. He will headquarter in Pittsburgh.

SAMUEL BAIRD has been appointed sales assistant of KALL Salt Lake City.

PHYLLIS PERRY, from KID Idaho Falls, is traffic assistant for KALL.

DEAN McNEALY, salesman for KGO San Francisco and former major in the Army has been presented with Medal in War of Brazil for "outstanding cooperation in preparing and instructing Brazilian troops for combat in the Italian Theater of Operations."

WHIB Kansas City has appointed Adam J. Young, Jr., Inc., New York, as exclusive national sales representative.

KIRK TORNEY, American Broadcasting Co. sales representative in San Francisco, is the father of twin boys.

ED VON ARX shifts from the sales department of KXOK St. Louis to traffic department as assistant manager.

WILLIAM J. REILLY, Chicago manager of Weed & Co., national station representative, is on the West Coast for station conferences.

WCOL Columbus, O., has appointed Headley-Reed Co., New York, as national advertising representative effective Oct. 1.

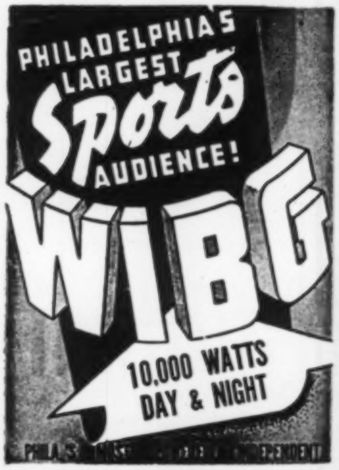
KYA SAN FRANCISCO, 5000 w day and 1000 w night on 1260 kc, has appointed Adam J. Young Jr. Inc., New York, exclusive national representative.

CJGX YORKTON, SASK., 1,000 w, changes frequency Oct. 15 from 1460 kc to 940 kc.

HOMEWORK on Thursday for high-school students in North Andover, Mass., is to hear American "Town Meeting of the Air" on WLAW Lawrence and discuss program in class following day.

GEOGRAPHIC CONDITIONS
570
make WMAM the only audible station during many hours of the day in this important market area . . .

WMAM
Marinette • Wisconsin
BRANCH STUDIOS IN
STURGEON BAY • WIS.
IRON MT. • MICH.
JOSEPH MACKIN, Mgr.
Nat'l Representatives: Howard A. Wilson Co.
Chicago, New York, San Francisco, Hollywood



THE EYES OF TEXAS
are on the AUSTIN MARKET

As a bright spot on the economic map, Austin attracts the attention not only of Texas but of the nation. The trend which started slowly in 1930 has gathered momentum with each succeeding year. In the 1930-40 decade, population increase was 65%. Austin's sound growth is built not on war production nor any one industry or crop whose seasonal fluctuations could disturb the delicate balance of year 'round prosperity. It builds rather on a broad foundation of agriculture, industry, commerce, education and state government.

The results are shown conclusively in these figures quoted from Sales Management Survey.

Austin's May 1945 Index was 13.4% higher than the National Average.

AUSTIN'S May 1945 Index was 91.7% higher than the May 1939 Austin Index.

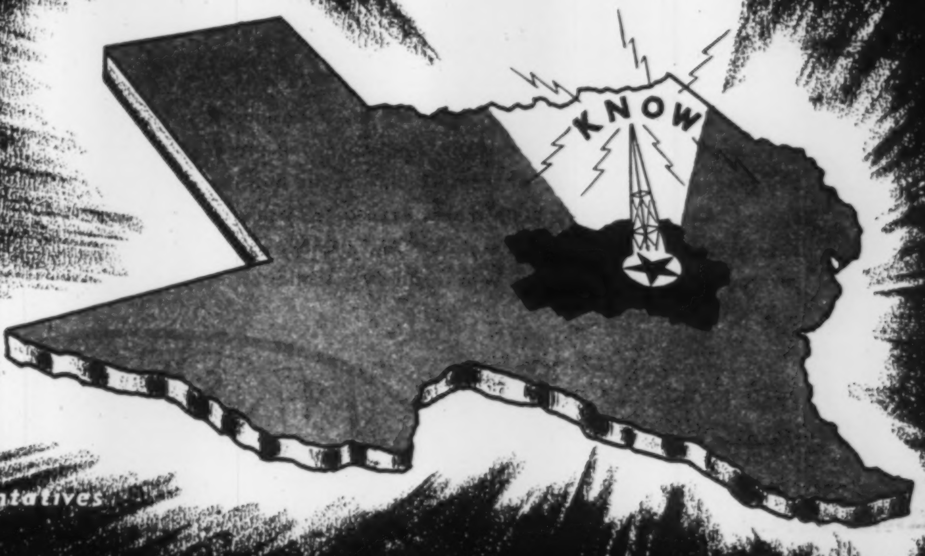
Retail Sales in 1944 were over 65,000,000.

ANNUAL per family income is $789 higher than the National Average and $1422 higher than the Texas Average.

AUSTIN was listed among the 200 cities expected to do 50% of the Nation's business in June 1945.

The most effective key to this market is KNOW, Austin's oldest and best established radio station. Hooper ratings show that it leads Austin's other station by a wide margin at all hours.

Write for a handsomely illustrated brochure on "THE AUSTIN TEXAS AREA."



RADIO STATION

KNOW

AMERICAN, MUTUAL AND TEXAS STATE NETWORKS STATION

WEED & CO. *Representatives*

NEW YORK • BOSTON • CHICAGO • DETROIT • HOLLYWOOD • SAN FRANCISCO

PRODUCTION

BILL WILLIAMS, former continuity editor of KNX Hollywood and prior to that with CBS New York in similar capacity, is now continuity editor for Don Lee Broadcasting System, Hollywood. He replaces **EDDIE ALBRIGHT**, to Paramount Pictures Inc. to handle radio publicity.

SIDNEY TEN EYCK has returned after absence of four years to the announcing and special events staff of WCKY Cincinnati. He had enlisted in the Navy the day after Pearl Harbor attack and was recently released.

Mr. Ten Eyck

OREL PHILLIPS has returned to KDON Monterey, Cal., as chief announcer after serving 1½ years as recording supervisor and in charge of transmission studios for Pacific overseas broadcasts from OWI operated stations on the Pacific Coast.

GORDON HAWKINS, program and educational director of Westinghouse Radio Stations in Philadelphia, will conduct a class in radio script-writing at the U. of Pennsylvania this winter. Course will embody same advanced instruction of Summer Radio Workshop at KYW Philadelphia, conducted by Mr. Hawkins in cooperation with Philadelphia Board of Education. He left Philadelphia this week for Fort Wayne, Ind., to open a similar workshop at WOWO in cooperation with Indiana State U. Extension Service. Fort Wayne project will be fourth set up under his supervision. KDKA Pittsburgh and WBZ Boston also are using Westinghouse plan of special radio training and fifth workshop will be set up next month at WBZA Springfield, Mass.

NANCY HOLME, formerly with publicity department of Hillman-Shane-Breyer, Los Angeles, and prior to that with public relations department of Treasury Dept., Washington, has been appointed CBS Pacific Coast director of education and public relations. She replaces **GWENDOLYN SHEPLEY PEACHER**, who resigned to join her husband. **LOUISE BELDEN**, former assistant to Mrs. Peacher, has been named director of personnel and assistant director of education, CBS western division.

JIM SIMMONS has joined the announcing staff of KCMO Kansas City.

JAMES BUTTERS, released from Army, has joined KECA Hollywood as announcer. **RUDI GRUHN**, formerly with New York stations, also has been added to KECA announcing staff.

BERT WOOD, director-producer in NBC Radio Recording Division, has been promoted to assistant program manager of the division. Wood joined NBC as an engineer in 1939 after working as an engineer for WTIC Hartford, WBRY Waterbury and Western Electric Co. He transferred to radio recording as a producer in 1943.

COLEMAN WILSON, former announcer-producer of American Hollywood staff, has joined KMPC Hollywood as announcer.

JOAN DAVIS, star of the CBS Monday series for Lever Bros. Swan soap, has been made honorary president of the National Fire Prevention Institute of America in recognition of her efforts on behalf of fire prevention during past year.

AL COLLINS, formerly with WIND Chicago, has been named production manager of KALL Salt Lake City.

CPL. NAT BERLIN, formerly with WNEW New York as head of continuity and with WNYC New York, has been released from AAF after 3½ years service. In the Army he produced and directed GI radio shows.

BOB FARRELL, NBC Chicago staff announcer, has signed a contract with the Chicago Civic Opera Co. His first appearance in opera is to be a leading role in "Rigoletto" with **LAWRENCE TIBBETT**.

BARNETT FRANKS, Chicago radio actor heard on WGN Chicago "Mystery House", has cancelled all commitments to freelance in New York.

PAUL BARNES, Chicago radio actor, is father of a boy.

TALENT added to staff of NBC serial "Just Plain Bill" are **ROLAND WINTERS, OGDEN MILES, EDA HEINEMAN** and **MURIEL STARR**.

BILL BUTLER, formerly night supervisor of NBC central division announcers, has joined WKY Oklahoma City. **TOBY NEVINS** has been added to talent roster of WKY, as m.c. of early morning "Sunrise Round-up".

BARRY FITZGERALD, movie actor, is talent star of "His Honor, the Barber", starting Oct. 16 on NBC.

FRANCIS HARDIN, DICK WARNER and **JACK COLDIRON** are new additions to announcing staff of WGST Atlanta. **HELEN KLEIN** has been added to production department.

JIM McGRATH has returned to announcing staff of WWDC Washington.

HOYT ANDRES, at one time with WOAI San Antonio and KWK St. Louis and former member of FBI, has joined the announcing staff of KGO San Francisco.

MARJORIE JANE JOHNSON is new assistant in the production department of WWNC Asheville, N. C. **PRISCILLA PARKER** is now writing and announcing "Around the Town With Carolyn Ashe", sponsored by local Ivey's Dept. Store and formerly handled by **MARGARET W. SIMPSON** before her recent marriage.

JIMMY HEIZER, from WBDJ Roanoke, Va., to announcing and production staff of WRVA Richmond.

LaVERNE PETERSON, musical director of WSAU Wausau, Wis., has returned to the station from an extended trip to Maine where he has been studying under **PIERRE MONTEUX**, symphony orchestra conductor and recording artist.

BETTY PARKE-TAYLOR of the announcing staff of CBH Halifax, has become engaged to Phil Walker, war veteran.

RAY MACKNESS, released from RCAF on return from overseas, has rejoined CBR Vancouver.

WINNIFRED WOLFE, who portrays Teddy Barbour in weekly NBC "One Man's Family", has announced her engagement to Sgt. Vernon Paul Beck of Camp Beale, Cal.

ROLLIE THOMAS, for two years in Army, has resumed post as announcer of KFI Los Angeles.

HOAGY CARMICHAEL, mc-songwriter-vocalist of NBC "Hoagy Carmichael Show," has been signed as musical advisor and will play featured role in forthcoming Universal Pictures Co. film "Canyon Passage".

JOAN WARWICK WILLIAMS, CBS research librarian, is the mother of a boy born Sept. 9.

LOUIS SCALES, released from the Army, has returned as writer and idea man on CBS "Jack Kirkwood Show."

REGINA SHIGO, former announcer-writer of WAZL Hazelton, Pa., has been made music librarian of KWKW Pasadena, Cal.

CLINT FARIS, with program staff of WGTM Wilson, N. C., for six years, has been promoted to production manager. **FRANK HARDIN**, released from the Navy and former program director

(*Continued on page 50*)

Get a Ten-Goal Man on your team

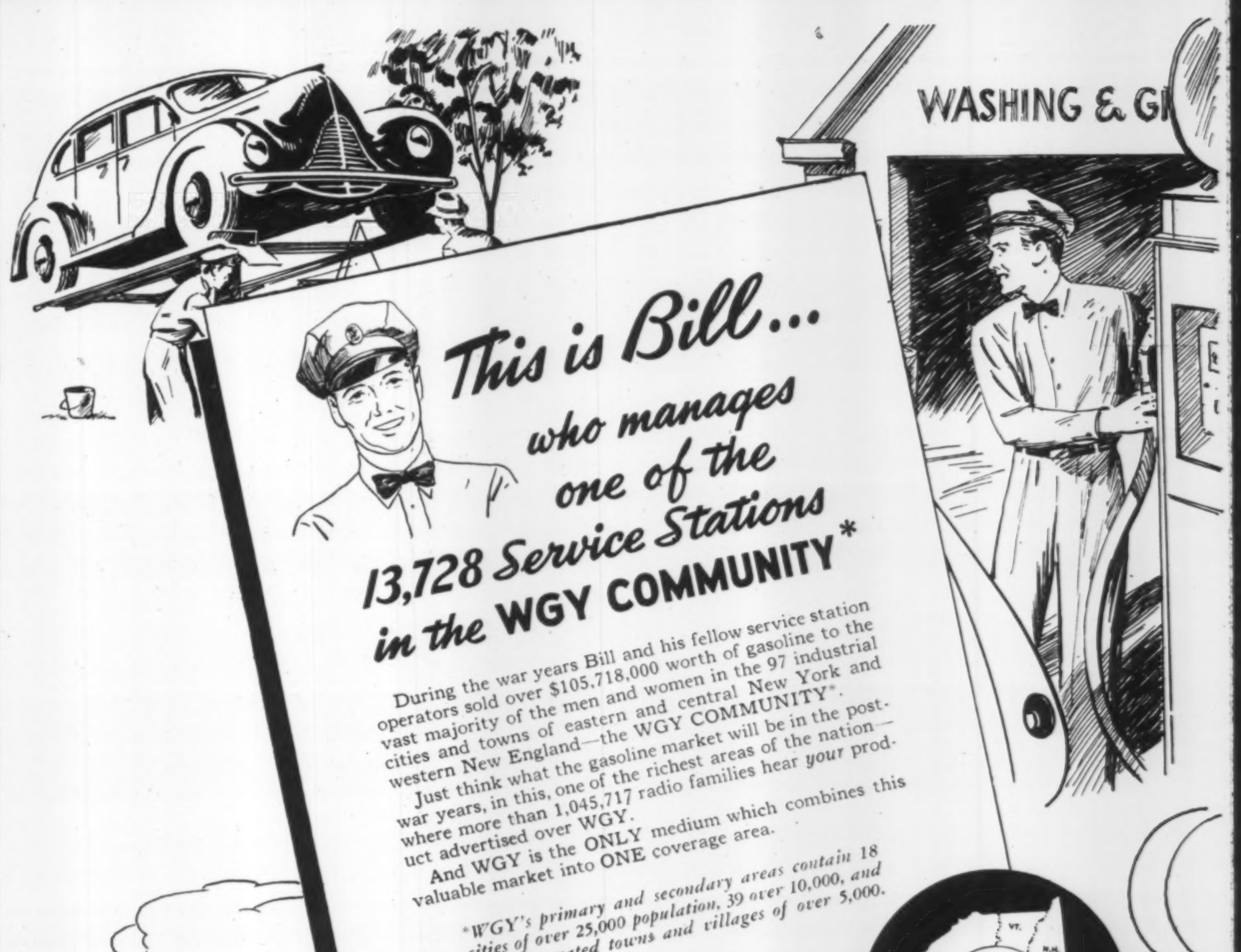
Radio is like polo; you have to "ride off" the opposition if you are to score sales-making shots in every chukker. And when you use WSIX you've got a ten-goal man on your side—because WSIX has the best daytime Hooperating of any Nashville station. WSIX makes even a "nearside forward shot" seem easy because it offers top shows of both AMERICAN and MUTUAL—gives wide coverage of middle Tennessee with a million potential buyers of your product.

REPRESENTED NATIONALLY BY
THE KATZ AGENCY, INC.

AMERICAN - MUTUAL

5000 WATTS - 980 K.C.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE



This is Bill... who manages one of the 13,728 Service Stations in the WGY COMMUNITY*

During the war years Bill and his fellow service station operators sold over $105,718,000 worth of gasoline to the vast majority of the men and women in the 97 industrial cities and towns of eastern and central New York and western New England—the WGY COMMUNITY*.

Just think what the gasoline market will be in the post-war years, in this, one of the richest areas of the nation—where more than 1,045,717 radio families hear *your* product advertised over WGY.

And WGY is the ONLY medium which combines this valuable market into ONE coverage area.

**WGY's primary and secondary areas contain 18 cities of over 25,000 population, 39 over 10,000, and 40 incorporated towns and villages of over 5,000.*

GENERAL ELECTRIC

WGY 50,000 watts — NBC — 23 years of service

SCHENECTADY, N. Y.

REPRESENTED NATIONALLY BY NBC SPOT SALES

IT'LL BE CLOSE!

If a 12-cylinder job *appeals* to Farmer Bill of Iowa, that's what the next occupant of his garage will be!

Out here, the day is long past when farmers had to deny themselves luxuries. With a $7,672 average income in 1943, a 20% (or more) increase last year, and the sky the financial limit in days to come, they're in the big money.

But if you know Iowans, you know that unprecedented prosperity hasn't changed their tastes. They still want their own wholesome kind of entertainment such as KMA gives them. That's why they depend upon KMA for news, farm information, and market reports. Farmers they are, farmers they'll remain. Their preference for the No. 1 Farm Station in the No. 1 Farm Market is shown by their letters to us: more than twice as many as any other radio-sender in this area.

A few availabilities still remain. For information, call Free & Peters!

KMA

AMERICAN BROADCASTING CO.

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND

SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

PRODUCTION

(*Continued from page 48*)

of WBIG Greensboro, N. C., has been named program director of WGTM. **EDWARD COX Jr.** has resigned from the announcing staff to join WHIT New Bern and WJNC Jacksonville, N. C.

JOHN ALEXANDER, released from RCAF and formerly with CHML Hamilton, has joined production staff of CKWS Kingston, Ont.

JOE CARNEY and **JACK DAVIS** have left the announcing staff of WPEN Philadelphia to join KYW Philadelphia.

MICHAEL DEEGAN, new to radio, has been named program director of WDAS Philadelphia succeeding **POLLY WHITAKER**, resigned.

MICHAEL GRANT is new addition to announcing staff of WPEN Philadelphia.

GREGORY ABBOTT, WNEW New York announcer and Paramount Newsreel narrator, is father of a girl born Sept. 13.

DON GORDON, Chicago freelance announcer, has joined WGN Chicago.

THOMAS DALHASEN, WGN Chicago continuity writer, is father of a boy born Sept. 13.

CY HARRICE, WGN Chicago staff announcer, has resigned to freelance in New York.

ARTHUR GODFREY, whose CBS program is heard daily 9:15-10 a.m., has become a character in Jack Sparling's comic strip, "Claire Voyant" in PM. He is portrayed as a finder of talent.

HAL MILLER, formerly of KFWB San Diego, has joined KYA San Francisco as announcer.

IRA SKUTCH, assistant manager of NBC guest relations department in charge of tours, has been named production assistant in the NBC television department.

NELSON OLMSTED, NBC Chicago storyteller now in the Army broadcasting his dramas over an Army radio station in Naples, has suffered a fractured ankle in a jeep accident near Naples.

JEAN SHELLY, formerly associated with various St. Louis agencies, has joined American Broadcasting Co. Hollywood sales promotion staff as copywriter and assistant to **JACK O'MARA**, department director.

AL BOND, new farm and educational director with KIRO Seattle who formerly had been with the Dept. of Agriculture Radio Service in Washington, has been named head of "Farming With KIRO", new farm service program started by that station.

Mr. Bond

CLARENCE M. GARNES, former program director of KANS Wichita and more recently with WDOD Chattanooga program staff, has been named program director of WSAV Savannah.

LT. HENRY W. LUNDQUIST, released from the Navy after three years as public relations radio officer for First Naval District, has been named assistant director of programs on WCOP Boston. He formerly was with WEEI Boston as writer and producer.

CATHY LAWRENCE has returned to WBAP-KGKO Fort Worth, Tex., as director of women's activities. For past two years she has been serving in the WACS.

BILL (Pappy) WELLS, veteran of several ETO campaigns, has returned to the announcing staff of WCKY Cincinnati.

W. S. LUCKENBILL, announcer on KOMA Oklahoma City, under name of Roger King, is father of a boy.

DAVID GARRETT, director of continuity for KOMA Oklahoma City, is father of a boy.

BILL ELY, formerly of KFSD San Diego and KGO San Francisco, has joined KYA San Francisco as announcer.

CRAN CHAMBERLIN, released from U. S. Maritime Service, has rejoined KNX Hollywood writing staff and assumed additional duties as assistant to **EVERETT TOMLINSON**, department director. Chamberlin wrote the Maritime program "We Deliver the Goods" while in service.

AL SPAN, CBS Pacific Coast director of sound effects, currently is in New York for conferences with home office executives.

CAPT. BOB FORWARD, released from AAF as field inspector of intelligence division, Western Flying Training headquarters, Santa Ana, Cal., has re-joined Don Lee Broadcasting System, Hollywood, as senior announcer.

GORDON SKILLING, supervisor of central European section of CBC international shortwave service, Montreal, has resigned to return to U. of Wisconsin as associate professor of political science.

DOROTHY LEWIS, NAB coordinator of listener activities, will address a joint assembly of students of several high schools in Washington Oct. 2 on the 25th anniversary of radio and later in the afternoon will speak to teachers.

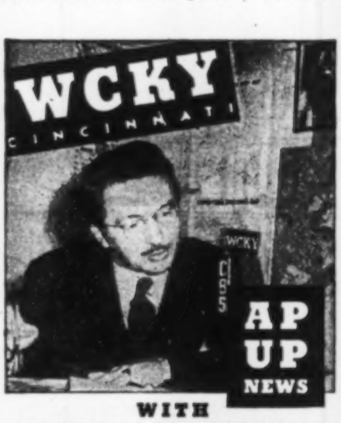
KFMB Sells SAN DIEGO

IT'S EASY TO DO

90% of the entire population in San Diego County resides in metropolitan San Diego . . . within 15 miles of our antenna. That's 373,500 civilian people who must depend on us alone for primary reception of our network's shows!! They're ready to buy . . . but must be covered from within to be covered right!

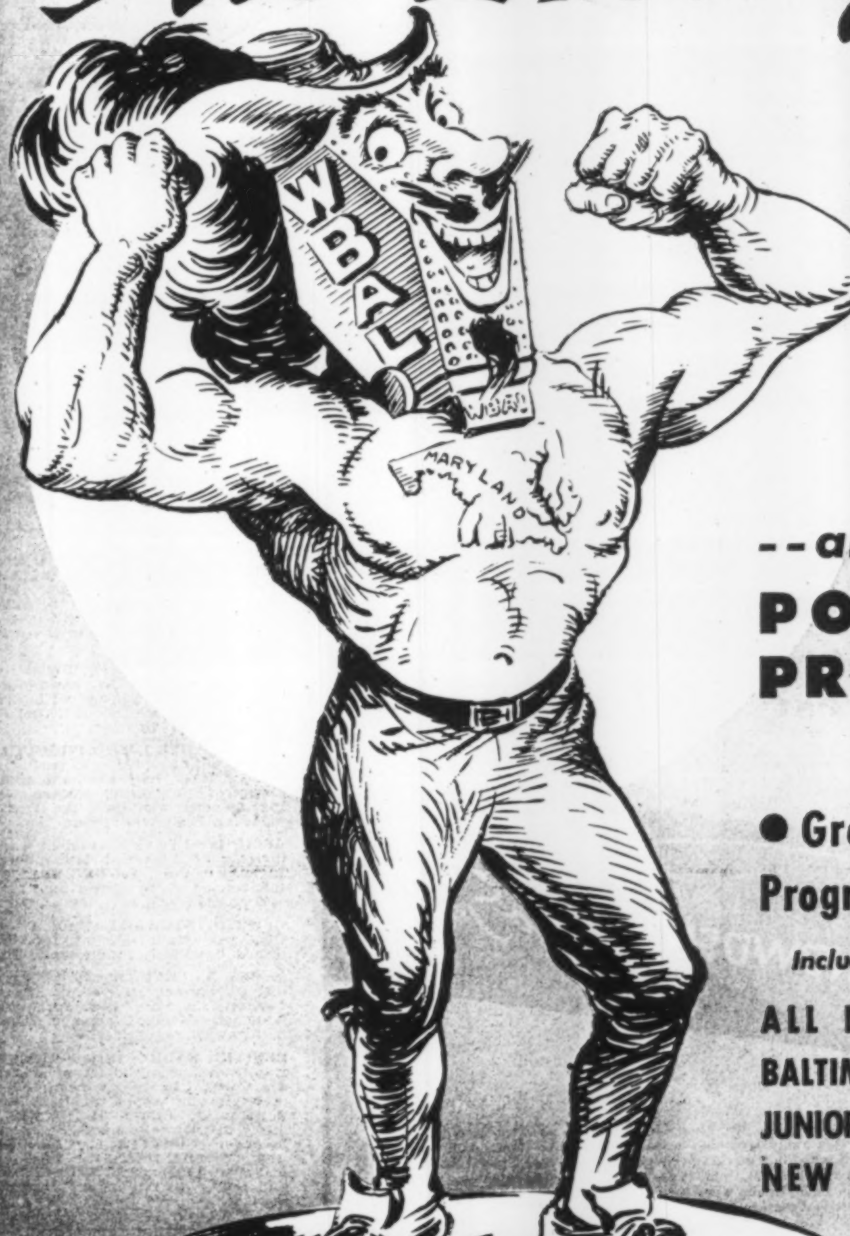
KFMB
THE BASIC AMERICAN NETWORK
[PACIFIC COAST]
SAN DIEGO, CALIF.

JACK O. GROSS: Pres. & Gen. Mgr.
Represented by the BRANHAM CO.



WITH
REX DAVIS
4 TIMES DAILY

His 21st Year...



--and more

POWERFULLY PROGRAMMED

than ever!

- **Greatest WBAL and NBC Program Schedule in History!**

Including these new local features—

ALL NAVY FOOTBALL GAMES
BALTIMORE SYMPHONY ORCHESTRA
JUNIOR TOWN MEETING OF THE AIR
NEW ORCHESTRA AND CHORUS

WBAL **50,000 WATTS** One of America's Great Radio Stations

BASIC NBC NETWORK — Nationally Represented by Edward Petry & Co.

BALTIMORE

News

PHILIP CRAIG STOLAR, from WLAC Nashville, to KALL Salt Lake City as news editor.

LESLIE N. FORD, in the newspaper field for 19 years, has been appointed to the news staff of Buffalo Broadcasting Corp., operator of WGR and WKBW Buffalo. He will work with **JACK McLEAN**. Stations are placing more emphasis on local news.

Mr. Ford

C. A. UPCHURCH Jr., in newspaper work for 15 years in Raleigh, N. C., has been named editor and newscaster of WRAL Raleigh. **JOHN MELVILLE**, former newscaster for WRAL, is new member of WSAZ Huntington, W. Va.

ED SOUDER, American correspondent in China, has received the Asiatic-Pacific campaign service ribbon awarded by the commanding general, U. S. forces, China theater.

BOB STEELMAN, former college football and baseball player and recreation director, is new sportscaster with KOIL Omaha.

CYRIL NELSON, Great Lakes swimming coach for three years, is new member of sports and announcing staff of WWVA Wheeling, W. Va.

JAMES C. HEALY, editor for Prentice-Hall Inc. and before the war in radio and newspaper work, has been appointed news editor of WHBC Canton, O.

H. V. KALTENBORN, NBC commentator, is to address the Better Business Bureau of Milwaukee Oct. 3 on "Looking at the World Today".

NORMAN KELSEY, chief announcer at WCHV Charlottesville, Va., has shifted to news staff of WRVA Richmond.

JOHN WIGHTMAN, former newscaster for KZRM and KZRH Manila who was interned for three years at both Santo Tomas and Los Banos Japanese prisoner of war camps, has joined WGBF Evansville, Ind.

SAM BALTER has started six-weekly commentary on sports world news on KFWB Hollywood.

J. RAYMOND WALSH, WMCA New York commentator, will lecture on politics at the New School for Social Research, New York, during the fall term which starts Oct. 7.

LATEST dope on Texas League Tulsa (Okla.) Oilers baseball club is offered by Grayle Howlett (r), Oiler general manager and vice-president who is former sports editor of WGN Chicago, upon interview by John Henry, sportscaster for KVOO Tulsa.

Allied Arts

GUS HENDERSON has been appointed sales representative of C. P. MacGregor Co., Hollywood program and transcription producer, in the 11 southern states with headquarters at 17 Dexter Ave., Birmingham, Ala.

W. S. HARMON, vice-president of Hoffman Radio Corp., Los Angeles radio set and equipment manufacturer, is in Chicago for series of conferences with suppliers. On return to Los Angeles headquarters he will be joined by **B. L. FULLER**, firm's Washington, D. C., representative.

COOPERATIVE ANALYSIS OF BROADCASTING, New York, has doubled its headquarters space at 11 W. 42nd St.

ILK DIEHL KEENAN, Chicago radio actress, has opened a production office at 6 N. Michigan Ave. to present transcribed specialties.

ZELDA GIBSON, formerly on the editorial staff of Life Magazine, Oct. 1, joins Mildred Fenton Productions, New York, as executive assistant to Miss Fenton.

ANSON BOND, of Bond-Charteris Enterprises, has been in New York for past week working with clients of McCann-Erickson on animated television commercials. He also has submitted station identification theme for American Broadcasting Co. Gruen Watch Co. and Bond-Charteris Enterprises have taken options on the George Pal Puppetoons for video use for the watch company, to be filmed and televised some time this fall.

FEDERAL FILMS Inc., independent motion picture film and television concern, has been organized in Hollywood by **BORIS MORROS** and **WILLIAM LEBARON**, with executive office at California Studios. Facilities of American Recording Artists Corp. will be used by new company in connection with its television plans.

HELEN GIRVIN Agency, Hollywood talent and literary service, has added radio live package department with **ROBERT D. CARLSON**, formerly of KARM Fresno, Cal., as radio director.

JOHN GUEDEL RADIO PRODUCTIONS, Hollywood, in addition to packaging radio programs, has taken on additional service of representing eastern advertising agencies who have no West Coast office or Hollywood production staff.

CECIL L. SLY, vice-president and sales director of Universal Microphone Co., Inglewood, Cal., and **DEE BREEN**, sales manager, are on three months' sales and contact trip covering all 48 states.

CLIFTON STEWART, formerly of the CBC production staff at Toronto, has joined Rai Purdy Productions, Toronto.

JAMES A. FRYE, for 16 years Detroit district representative of the Stromberg-Carlson Co., has been promoted to manager of radio and appliance sales in firm's Chicago office.

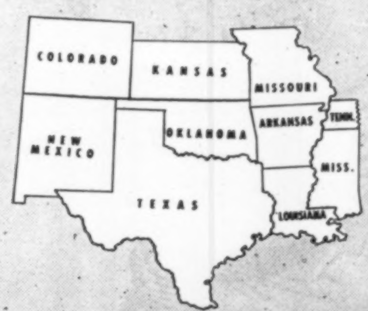
ZENITH RADIO Distributing Corp., wholly owned subsidiary of Zenith Radio Corp., Chicago, is being expanded and following appointments have been announced: **JAMES H. HICKEY**, formerly district sales manager, to general manager; **CHARLES F. PARSONS Jr.**, with the firm before the war, to sales manager; **THOMAS B. STONE**, salesman and acting district manager, to district manager.

Management Meet

CLINIC on distribution under sponsorship of National Assn. of Manufacturers is set for Oct. 3 at Hotel Cleveland, Cleveland, for management and executives. This is one of a series of meetings being held in major cities.

Joins Associated

KRSC Seattle, operated by Radio Sales Corp. on 1150 kc with 1000 w, has joined Associated Broadcasting Corp. network.



For:
Dependable **Information on radio and markets in the Middle West and Great Southwest**

TAYLOR-HOWE-SNOWDEN *Radio Sales*

Let us help you now, Mr. Time Buyer, when it comes to building a sure-fire spot campaign that's certain to get maximum results. We know each individual market in the Middle West and Southwest. Our first-hand knowledge and wide experience in this rich, responsive territory can be of invaluable assistance to you. Call the T.H.S. representative nearest you today!

Affiliates

Texas
KFDM—Beaumont
KFYO—Lubbock
KGNC—Amarillo
KRGV—Weslaco
KTSA—San Antonio
THE LONE STAR CHAIN

Oklahoma
KADA—Ada
KBIX —Muskogee
KCRC—Enid
KGFF—Shawnee
KOME—Tulsa
KTOK—Oklahoma City
KVSO—Ardmore
THE OKLAHOMA NETWORK

New Mexico
KGGM—Albuquerque
KVSF —Santa Fe

Sales Offices
New York
Chicago
Dallas
Hollywood
San Francisco
Portland
General Offices—Amarillo

A RICH MARKET

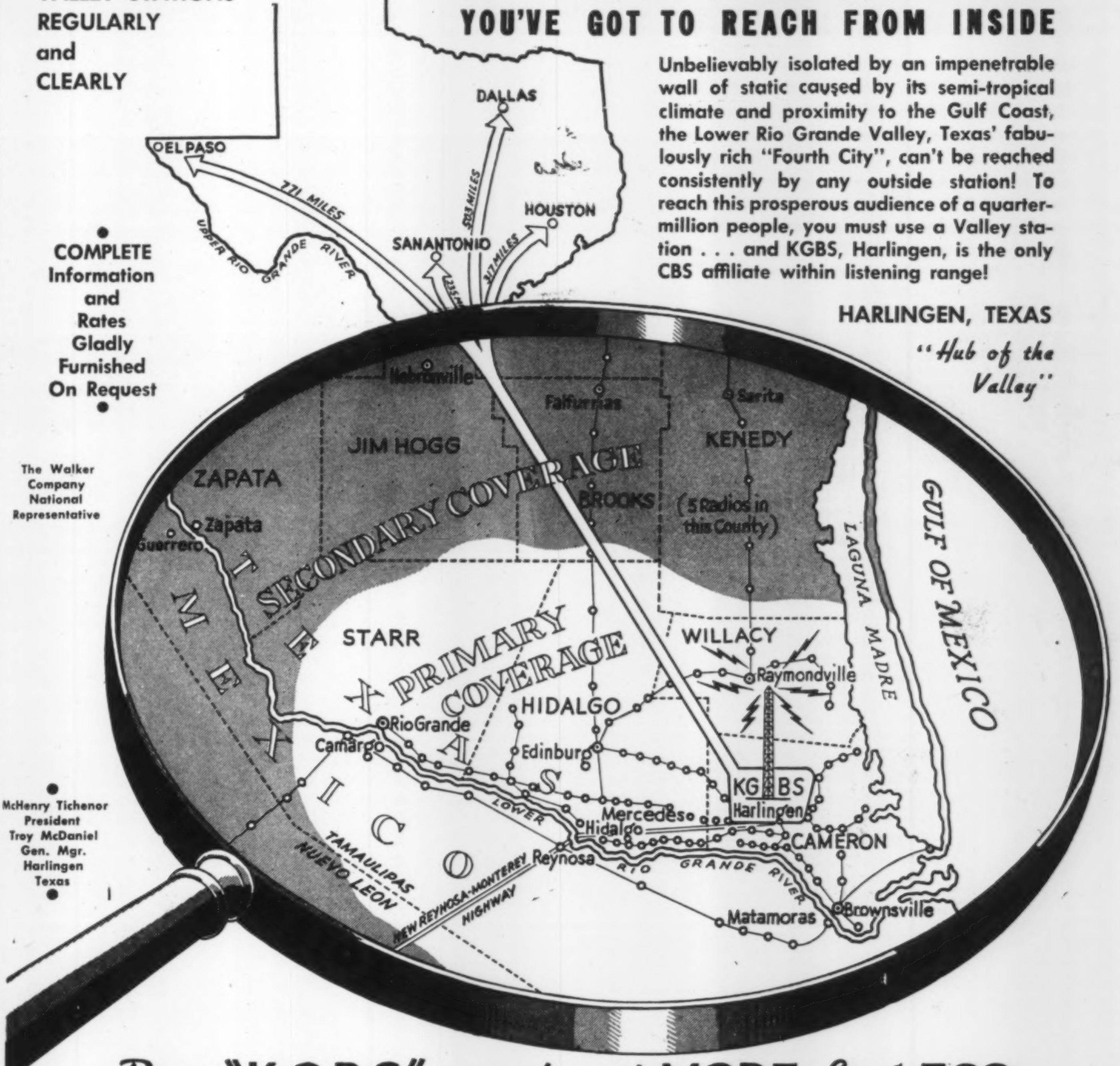
YOU'VE GOT TO REACH FROM INSIDE

- VALLEY LISTENERS HEAR ONLY VALLEY STATIONS REGULARLY and CLEARLY

Unbelievably isolated by an impenetrable wall of static caused by its semi-tropical climate and proximity to the Gulf Coast, the Lower Rio Grande Valley, Texas' fabulously rich "Fourth City", can't be reached consistently by any outside station! To reach this prosperous audience of a quarter-million people, you must use a Valley station . . . and KGBS, Harlingen, is the only CBS affiliate within listening range!

HARLINGEN, TEXAS

"Hub of the Valley"



EL PASO
771 MILES
UPPER RIO GRANDE RIVER
DALLAS
503 MILES
HOUSTON
317 MILES
SANANTONIO
235 MI
Hebronville
Falfurrias
Sarita
JIM HOGG
KENEDY
ZAPATA
BROOKS
(5 Radios in this County)
SECONDARY COVERAGE
Zapata
Guerrero
GULF OF MEXICO
LAGUNA MADRE
MEXICO
TEXAS
STARR
PRIMARY COVERAGE
WILLACY
Raymondville
HIDALGO
RioGrande
Camargo
Edinburg
KGBS
Harlingen
Mercedes
Hidalgo
CAMERON
LOWER RIO GRANDE RIVER
TAMAULIPAS
NUEVO LEON
Reynosa
NEW REYNOSA-MONTEREY HIGHWAY
Matamoras
Brownsville

- COMPLETE Information and Rates Gladly Furnished On Request

The Walker Company
National Representative

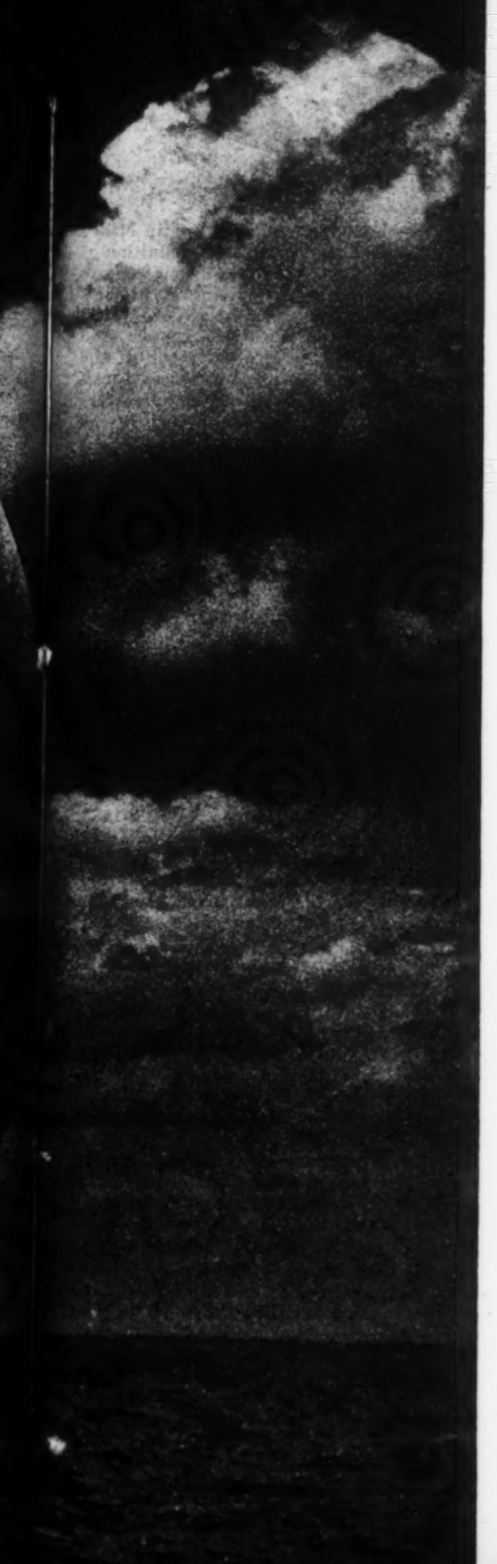
McHenry Tichenor
President
Troy McDaniel
Gen. Mgr.
Harlingen
Texas

Buy **"KGBS"** *— and get* **MORE** *for* **LESS**

KGBS

The ONE *and* ONLY CBS *Affiliate*

WITHIN LISTENING RANGE OF THE LOWER RIO GRANDE VALLEY



The Right Sails At The Right Time

This skipper is using them, but it's only part of the picture. Running on a broad reach, he's keeping the proper sailing angle and taking every advantage of light air. Under these conditions his skill shows to best advantage.

In the same way the men of our organization know the representation business. Years of experience have taught them how to analyze a difficult sales problem and then to use their station material with maximum effectiveness.

PAUL H. RAYMER COMPANY

PAUL H. RAYMER COMPANY • RADIO ADVERTISING

NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO

New Era, New Leader

RADIO TODAY has a new leader and spokesman. Justice Justin Miller, after a distinguished career as a jurist, has assumed the presidency of the NAB, the over-all trade organization of the broadcasting art.

There couldn't be a more propitious time for leadership. The worst war in history is just over. A new era begins.

Radio, perhaps to a greater degree than most arts or pursuits, is on the threshhold of revolutionary change. Television and FM are getting under way. The rules of the game now are being written. Missteps now will be visited upon the next radio generation, just as faulty engineering standards a score of years ago distorted standard station patterns and prevented optimum results.

There are increasing signs also that new radio legislation will be considered this year. Past efforts have proved abortive, with the result that provisions of law written nearly 20 years ago remain on the statute books.

Judge Miller enters upon his tenure with a fresh approach. He has been exposed to and has been a student of American radio for years. He has grappled with its juridical problems as a member of the Court of Appeals bench in Washington. He assumes the post only days after his return from a whirlwind inspection of the European Theatre under War Dept. auspices as head of the American Radio Mission. He has seen and heard the other side of radio—the so-called European system of Government-owned and dominated radio.

Thus, President Miller comes to his new work enriched with a knowledge and background which few men in American radio have had. He demonstrated to the U. S. Mission on that month's air inspection that he is a man of intelligence, ability and wisdom. He appears to have all the prerequisites.

This year or possibly the next may be radio's year of decision. The issue is whether we shall continue to have a free, competitive, untrammelled radio system—one "as free as the press" to quote President Truman—or one that will hew closer and closer to the European method of state monopoly. It is as clearly defined as that.

Radio has the leadership. In our democracy, it has the *right* to expect continuance of the American Plan in its truest sense. That means, by Congressional mandate, dispelling of the fog of confusion as well as regulation by innuendo or lifted eyebrow.

Judge Miller's task isn't easy. He needs the solid backing of all who live by radio. Broadcasters owe it to the public they serve so well, and to themselves, to see to it that radio in its year of decision gives its best to insure survival as a free and virile medium.

WHETHER RIGHT OR WRONG, no one can say of the FCC as presently composed that it isn't energetic. The steady flow of actions on major broadcasting developments in the last few weeks has attorneys and engineers against the ropes.

"Thou Shalt Not–"

"The four freedoms are these: Freedom of speech; freedom of worship; freedom from want, and freedom from fear."

F. D. Roosevelt,
before 77th Congress,
January 1941

"No member of the American Federation of Musicians may participate in any way whatsoever on a television broadcast, regardless of type."

James C. Petrillo,
President, AFM

On Thursday, Sept. 6, a member of the Sholem Temple, Chicago, was barred from expressing his religious beliefs during a television broadcast of Rosh Hoshana over WBKB.

His freedom of worship was cut off as surely, by a blanket ruling laid down by James Caesar Petrillo against AFM members appearing on television, as was freedom of worship in Germany under Hitler. The fact that the member, Max Sinzheimer, a German refugee, was a member of Local No. 10 of the AFM and therefore required to abide by AFM rules, cannot excuse the circumstance that as an individual he could not give full expression to his religious convictions through music.

Mr. Sinzheimer is choir director and organist of the Sholem Temple and unfamiliar with our democratic processes, since he has only recently escaped from the Aryan treatment accorded members of his faith by those who are avowedly enemies of a form of government that believes and permits freedom of speech, religion and freedom of opportunity. He is therefore bewildered by the action of Petrillo, as president of a union whose sole purpose is to provide security and unlimited opportunity in his profession, in barring him from a part in a broadcast of the services of his faith.

It all began when the International Council for Religious Education, through its radio director, Jerry Walker, approached Rabbi Louis Binstock of Sholem Temple for permission to televise a portion of his Rosh Hoshana services. Mr. Walker says he had received a verbal okay from officials of Local No. 10, which they deny. Perhaps, since the Council was willing to meet any salary demands of the union, any objection they might have on a sustaining religious broadcast seemed so remote as to be incredible. But Mr. Sinzheimer, who tries hard to be a good American and who belongs to the AFM without fully understanding why, thought it best to be on the safe side and asked for permission from Mr. Petrillo in writing. The answer from Mr. Petrillo: No.

Mr. Petrillo has black-jacked radio management, particularly in Chicago and St. Louis, to employ musicians for the highly technical job of operating a turn-table. He has successfully prevented a group of enthusiastic young musicians from playing at Interlochen. He has disregarded the expressed wishes of the President and the Congress. And in barring any AFM member from television he has deprived Americans of a public service.

Television cannot advance as long as Petrillo controls the men who are needed to make it a success. How long will radio as an entity, and the people as a government permit this throttling of human liberty?

Our Respects To –

JUSTIN MILLER

KEY to the manner of man Justin Miller is, can be found in his own definition of success: doing the work one enjoys most—and making a living at it. University instructor, practicing lawyer, jurist and criminologist, the Associate Justice who resigned his seat on the Federal bench of the U. S. Court of Appeals to take over as president of the National Assn. of Broadcasters today, has found quiet pleasure in each of the successive fields he has undertaken.

Judge Miller assumes the NAB helm after having completed a "refresher course" on world radio. For many years a student of radio in this country, he returned Sept. 8 after a month's tour of ETO, as head of a U. S. Broadcasting Mission arranged by the War Dept. To a man, the broadcasters on that Mission felt radio had found the kind of leadership it so long had sought.

Possessed of a reserve stemming from his judicial background, Judge Miller nevertheless demonstrated he was thoroughly conversant with radio and its myriad problems on that month-long tour. He will be the first spokesman in radio annals who can discourse at first hand on the medium as it functions in both worlds.

Born in Crescent City, Cal., on Nov. 17, 1888, Justin Miller is the son of Robert Willis Miller, attorney, and the descendant of pioneering stock. He is one of a family of seven children. When six years old, his family moved to Santa Rosa, Cal., where he attended grade school.

It is characteristic that the move was made because of better educational opportunities in Santa Rosa at that time. Moving later to Hanford, Cal., he attended high school there, graduating in spring of 1907. Enrolling in Stanford U. at Palo Alto, Cal., he worked his way through as assistant instructor of economics in 1910 and in history during 1911. It was during this period of his college training, young Miller also became assistant to David Starr Jordan, then university president. Among his most interesting and prized experiences, Judge Miller cherishes the memory of his work with Dr. Jordan, busy with his project on international relations and world peace.

Graduated in June of 1911 from Stanford with an A.B. degree, Justin went on to the U. of Montana, and continued to work his way through school, becoming an assistant instructor in law. He received his LL.B. degree in 1913. Returning to Stanford for an additional year, he was awarded a J.D. degree in 1914. Soccer, football and track were his sports during college days. Justin also went in for debating, and at Stanford was campus corre-

(*Continued on page 58*)

SELLING ·CHAMPIONS

to a Champion Market

Continuously since 1939, The Studebaker Corporation has employed the facilities of WTIC in the interest of its famed Studebakers including the "Champion." For more than six years . . . in Peace, in War, and now in Peace again . . . Studebaker's consistent radio promotion has been in obvious recognition of Southern New England's status as an outstanding market, and of WTIC's ability to cover it successfully.

Of course, we've known for a long time that Southern New England is well nigh unbeatable as a place in which to sell your product, whether it be an automobile or a breakfast food. We've been reminding you of that for more than twenty years. And while we're about it, perhaps you'll pardon us for mentioning that WTIC is the one, sure-fire means of reaching and convincing the people of this wealthy area. The sales figures in our area of the advertisers who use our services are proof of that. ●

WTIC

50,000 WATTS

DIRECT ROUTE TO SALES IN

Southern New England

The Travelers Broadcasting Service Corporation

Affiliated with NBC
and New England Regional Network

Represented by WEED & COMPANY,
New York, Boston, Chicago,
Detroit, San Francisco and Hollywood

Respects

(*Continued from page 56*)

spondent for the old *San Francisco Bulletin*. President of the university English Club, he was also an associate editor of *Sequoia*, monthly publication.

Armed with his various degrees, young Miller joined the San Francisco law firm of McCutcheon, Olney & Williard as law clerk. Shortly afterwards in that same year, he returned to his home town of Hanford. During his practice there he was elected district attorney for Kings County.

As a member of the California State Guard he was called to duty during the Mexican border uprising of 1916 and for a time was stationed at Tucson, Ariz. Upon return to civilian life Mr. Miller went to Fresno, Cal., joining the law firm of Harris & Harris, practicing in that city as well as San Francisco.

In addition to being an attorney, he was for two years executive officer of the California State Commission of Immigration and Housing, taking over the latter in early 1919. Judge Miller became dean of law at the U. of Southern California in 1927 for three years. Later he occupied a similar position at Duke U. from 1930 to 1935, resigning to become a special assistant to the United States Attorney General, assigned to Office of the Solicitor General for argument of government cases in the U. S. Supreme Court. Judge Miller was a member of the U. S. Board of Tax Appeals for a year, and since 1937 has been associate justice of the U. S. Court of Appeals of the District of Columbia, which post he relinquished to take over the NAB appointment duties.

An excellent administrator and widely known for his organizational ability, he has been president of various associations and handled many committees dealing with legal practices and ethics. Nationally known as a public speaker, he has a keen knowledge of public relations and is thoroughly familiar with all parts of the country and their respective needs.

No stranger to radio and its problems is Judge Miller. He has written many opinions on appeals from FCC decisions in broadcasting industry cases during his years as member of the Appellate Court. To his new position as NAB president he brings a wide understanding and appreciation, too, of the importance of radio in American daily life.

Justin Miller married May Merrill of Hanford on June 20, 1915. Writing under name of May Merrill Miller, she is the author of several historical novels, including *First the Blade* and *House of Cedar*. They have two children, Merrill Miller, aged 24, UCLA student and now seaman first class on duty somewhere in the Pacific; and Jean Miller Abbott. A granddaughter, Susan Elizabeth, 18 months, is the Judge's pride and joy and first lady of the Miller household. His brother, James Arthur Miller, is creator of the famous Miller Tape and until recently was a major in the U. S. Signal Corps.

A collector of "doodles" is Judge Miller, and he has specimens from many noted personalities. He collects them in preference to autographs. His other hobby is gardening. A great hiker, he enjoys tramping the foothills which surround his Pacific Palisades, Cal. home. Precise, yet soft spoken, the judge gives impression of weighing his words well before he speaks. Of average height, he weighs 196 lbs., has hazel brown eyes and brown hair sprinkled heavily with grey. Born and bred to his profession, it follows naturally that Justin Miller should have carried the nickname, "Judge", since high school days.

BEAUMONT HAS MONEY TO SPEND NOW—LATER!

SHIPPING

Because SHIPPING has long been one of Beaumont's important industries, it's only natural that this port is one of America's foremost ship-building centers. When the flush of war production is over, Beaumont's shipping will remain a vital permanent industry. Now and later, KFDM's 585 million dollar *effective income market* means top crust money for you!

KFDM

BEAUMONT TEXAS

560 K C., 1,000 WATTS

MEANS BUSINESS

SERVING THE *MAGNETIZED SABINE AREA

*Magnetized . . drawing people and industries from other sections!

AFFILIATED WITH AMERICAN BROADCASTING CO., INC. AND

TAYLOR-HOWE-SNOWDEN Radio Sales

SHANNON ALLEN IS STARTING OWN FIRM

SHANNON ALLEN, chief of the radio and television section, information division, Interior Dept., is leaving that post by the middle of October, as announced in Closed Circuit [BROADCASTING, Sept. 24]. He is starting his own business, Shannon Allen Associates, "exploring, writing, producing the drama of America".

Mr. Allen

The new firm, with offices in Washington and New York, will deal in Americana, producing programs on the industry, folk lore, music, business, history, past and present, of America. Documentary as well as commercial shows will be handled. Plans are for writing and production of package shows, transcriptions, film strips, television shows, live and recorded programs. All are to be produced by a staff trained in research as well as in dramatic production.

Mr. Allen, prior to his position with the Interior Dept., was production director of WRC-WMAL Washington, when those stations were part of the NBC Red and Blue networks. He was later night manager of NBC Washington.

Kraft Promotes Three

THREE executives of Kraft Foods Co., Chicago, were advanced to vice-presidents last week. Promotions include: John H. Platt, vice-president in charge of advertising and public relations; Norman Kraft, vice-president in charge of product research and development; and Roscoe A. Page, vice-president in charge of milk production. Coincident with the appointments, John J. Wolf and Charles G. Wright, assistant general sales managers, were named to the board of directors.

THE FAIR
THE FAIR
THE FAIR
THE FAIR

THE FAIR STORE CHOSE...

...**WMAQ** at 12:00 NOON

The Fair Store, one of Chicago's most important department stores, having successfully used radio to sell their merchandise, recently decided to inaugurate a new campaign. They wished to make a deeper impression on the 2,855,700 families who comprise the second largest market in the United States and who spend over $3,500,000,000 annually.

WMAQ has been carrying a campaign for the Fair Store since September of 1944. When they decided to put on this new and larger campaign it is of great significance that they again chose WMAQ—the Chicago station most people listen to most.

And so The Fair currently sponsors Moulton Kelsey Monday thru Friday at 12:00 noon and Greg Donovan at 5:00 pm with up-to-the-minute news. These two features are an integral part of WMAQ's program schedule which is the finest in the world.

WMAQ—morning, noon and night—reaches the people who listen and buy. Information concerning time availabilities furnished upon request.

FIRST in CHICAGO
WMAQ
NBC
50,000 watts
Represented by NBC SPOT SALES

The Chicago station most people listen to most

670 ON YOUR DIAL

PETERSEN-HARNED
VON MAUR

BUYS WOC
for the 40TH MARKET

QUAD Cities

(DAVENPORT, ROCK ISLAND
MOLINE, E. MOLINE)

MINNEAPOLIS
ST. PAUL
CHICAGO
OMAHA
QUAD-CITIES
ST. LOUIS

Since 1943, Hooper and Conlan surveys have shown that only WOC delivers the Quad-Cities — the largest metropolitan area between Chicago and Omaha; and between Minneapolis and St. Louis. It's the 40th retail market in the nation, with approximately 218,000 population.

ACCORDING TO HOOPER THE 40TH MARKET IS DELIVERED ONLY BY

WOC

DAVENPORT, IOWA

B. J. PALMER, President
BURYL LOTTRIDGE, Manager

BASIC AMERICAN NETWORK
5000 WATTS—1420 Kc.
FREE & PETERS, INC., National Representatives

SPONSORS

W. B. ASSOCIATES New York (Softol cuticle sets), is preparing a series of transcriptions to be used in a national spot campaign to start in near future. Agency is Slans & Maury, New York.

SINCLAIR REFINING Co., New York (Sinclair H-C and Ethyl gasoline), has launched a new radio campaign. Gasoline will be advertised on 178 Mutual stations on Frank Singiser "Sinclair Headliner" program heard three-weekly. Also 14 special programs are planned, headed by "Sinclair Quiz Clubs" in larger cities. Agency is Hixson-O'Donnell, New York.

TRIANGLE PUBLICATIONS, Philadelphia, to introduce new West Coast theatrical and sports newspaper, Daily Telegraph, in a 24-day campaign started Sept. 24 is using total of 1,600 transcribed announcements on KFI KECA KFAC KMPC KFWB KMTR KRKD KFVD KGFJ KIEV and four San Francisco stations. Agency is Smith, Bull & McCreery, Hollywoood.

PROCTER & GAMBLE CO., Cincinnati (Spic & Span), Sept. 24 started Raymond Swing on WJZ New York, Mon.-Wed.-Fri. 7:15-7:30 p.m. This makes total of 124 sponsors for this American cooperative program. Agency is Dancer-Fitzgerald-Sample, Chicago.

AMERICAN POULTRY JOURNAL, Chicago, is preparing 48 five-minute discs featuring Smilin' Ed McConnell for placement on list of over 30 stations. Discs are being made by NBC Radio Recording Division, Chicago.

LOEW'S Inc., New York (MGM motion pictures), Sept. 22 started weekly quarter-hour football results on KECA Hollywood. Contract for 11 weeks placed through Donahue & Coe, New York.

B. MANISCHEWITZ Co., Jersey City, N. J. (Tam Tam Crackers) is using station break weekly for 13 weeks on KYW Philadelphia. Account placed through A. B. Landau Co., New York. Barbison Corp., New York, is latest participating sponsor on Ruth Welles program on KYW, using three participations weekly for 13 weeks to advertise its slips. Placed through Federal Adv., New York. Jung Arch Brace Co., Cincinnati (corn pads), has signed for schedule of six one-minute spots for 13 weeks through H. W. Kastor & Sons, Chicago.

PARLYN Ltd., Los Angeles (DDT, insecticide), Sept. 24 started six-weekly afternoon newscast on KHJ Hollywood. Contract for 13 weeks placed through Davis & Beaven, Los Angeles.

WASHINGTON MOTORS Co., Los Angeles (used cars), has appointed Advertising & Sales Council, Los Angeles, to handle advertising and is continuing heavy radio schedule on local area stations.

LT. COMDR. R. E. MERRY, former advertising manager of Lever Bros., Toronto, has returned to the company after 3½ years with the Royal Canadian Navy.

ROBESON'S Dept. Store, Tuscola, Ill., is sponsoring complete schedule of U. of Illinois football games on WDZ Tuscola.

ROYAL CITY CANNING Co., Vancouver, has started weekly musical program from the CJOR Vancouver Radio Theater. Account was placed by Cockfield, Brown & Co., Vancouver.

DUDE RANCH Products, Portland, has signed for once-weekly 52 week sponsorship of transcribed "The Old Corral" on KOIN Portland. Grove Labs., St. Louis, has signed for that series three-weekly on WKY Oklahoma City effective Sept. 24. Program is prepared by Frederick W. Ziv Co., Cincinnati. Ziv "Songs of Good Cheer" transcribed series has been signed by Heurich Brewing Co., Washington, D. C., for Senate Beer three-weekly for 52 weeks on WOL Washington; State Automobile Mutual Insurance Co., Columbus, O., three-weekly for 52 weeks on WBNS Columbus. New sponsors for Ziv quarter-hour "The Korn Kobblers", include: Ems Brewing Co., St. Louis, through Maurice Lionel Hirsch Co., St. Louis, once-weekly for 26 weeks on WJPF Herrin, Ill., and KWK St. Louis; Farr Distributing Co., Akron, O., three per week for 52 weeks on WHKK Akron. Additional contracts for Ziv transcribed quarter-hour "Easy Aces" include: Katz Drug Co., Kansas City, through Bruce B. Brewer Agency, five-weekly for 52 weeks on WDAF Kansas City; Skinner-Chamberlain Co., Albert Lea, Minn., five-weekly for 26 weeks on KATE Albert Lea; Byrne Dept. Store, Natchez, Miss., five-weekly for 52 weeks on WMIS Natchez; Trautman Dept. Store, Butler, Pa., five-weekly for 26 weeks on WISR Butler; WDOD Chattanooga, Tenn., 260 episodes; H. Weber & Sons, Zanesville, O., five-weekly for 52 weeks on WHIZ Zanesville.

LOMA LINDA FOOD Co., Arlington, Cal., Oct. 3 starts twice weekly spots on KGW Portland. Contract is for 13 weeks, through Elwood J. Robinson Adv., Los Angeles.

WILMINGTON FISH CANNERS Assn., Terminal Island, Cal. (canned fish), Oct. 1 starts thrice-weekly newscast schedule on KGER Long Beach, Cal., for 22 weeks. Agency is Allied Adv. Agencies, Los Angeles.

MONOGRAM PICTURES Corp., Los Angeles, to promote "China's Little Devil's", Sept. 21 started varied spot schedule on KPAS KRKD KIEV KFVD KFAC. Agency is Allied Adv. Agencies, Los Angeles.

OLD NATIONAL BANK, Evansville, Ind., is sponsoring play-by-play account of local high school football games on FM station WMLL Evansville. Set owners are urged to share sets with sports fan friends.

NANCY O'NEIL CHRYSANTHEMUM Center, Los Angeles, Oct. 1 starts 60-day spot campaign on KMPC KPAS KFVD, through Allied Adv. Agencies, Los Angeles.

SMILING IRISHMAN'S CORNER, Los Angeles (used cars), adding to heavy local schedule on Oct. 1 starts five-weekly 55-minute program of recorded semi-classical music on KMPC Hollywood. Contract for 52 weeks placed through Allied Adv. Agencies, Los Angeles.

BON MARCHE Dept. Store, Asheville, N. C., has added three additional evening quarter-hours on WWNC Asheville with Kenny Baker transcriptions. John Carroll, local fashion shop, has signed for weekly half-hour "Playhouse of Favorites", NBC recorded feature, on WWNC.

KINGSBURY Breweries Co., Manitowoc, Wis., has named Christiansen Adv., Chicago, as agency. Radio may be used.

PRICE'S, San Francisco (shoes), has started two-hour weekly "High School Hit Parade" on KYA San Francisco for 13 weeks. Contract placed direct. Norwalk Oil Sales Co., San Francisco, has started half-hour weekly "Dancing at the Drake" on KYA for 52 weeks. Contract placed direct.

INTERCITY COACH LINES, Lansing, Mich., is sponsoring Michigan State College football games on WJIM Lansing. Small's, local clothing firm, is sponsoring quarter-hour resume of all local high school games on WJIM.

PRINCE MACARONI Inc., Boston, has signed for sponsorship on WCOP Boston of American network cooperative program of Connie Bennett, five-weekly 1:15-1:30 p.m. Contract is for 52 weeks.

CALIFORNIA PACKING Corp., San Francisco (Del Monte coffee), has started daily chain break announcement schedule on KMJ Fresno, Cal. Contract is for five weeks, through McCann-Erickson, San Francisco. Pacific Guano Co., San Francisco (Super Strain seeds, Gaviots), is using four transcribed spots per week on KMJ for 15 weeks. Emil Reinhardt Adv., Oakland, has account. Willard Tablet Co., Chicago (proprietary), is sponsoring thrice-week-

(*Continued on page 62*)

Our Gal!

The lady of the house! She likes her WMMN friendly entertainers who key to her every whim. And how she goes for her Columbia serials!

The lady of the house! She's our gal for sure! And why not when what she says goes. She's the one who keeps our advertisers in business and they know it—and so do we.

Thanks to Our Gal, we offer you one of America's Greatest Direct Response Audiences.

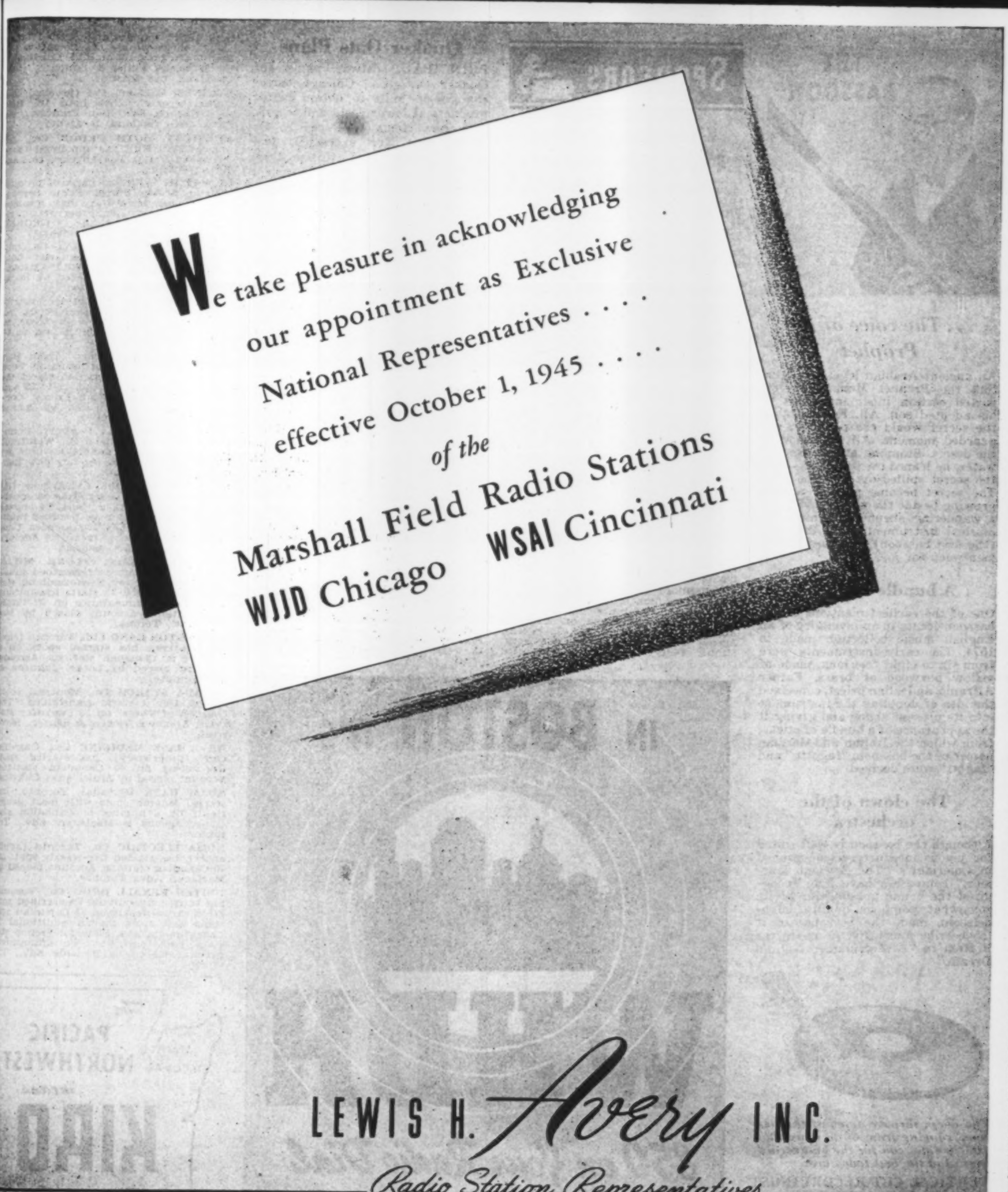
Ask a Blair Man

Columbia Network

5,000 WATTS

WMMN

FAIRMONT, W. VA.



We take pleasure in acknowledging our appointment as Exclusive National Representatives . . . . effective October 1, 1945 . . . .

of the

Marshall Field Radio Stations

WJJD Chicago WSAI Cincinnati

LEWIS H. Avery INC.

Radio Station Representatives

565 Fifth Ave., New York 17, N. Y.
PLaza 3-2622

333 No. Michigan Ave., Chicago 1, Ill.
ANDover 4710

THE BASSOON

. . . The voice of the Prophet

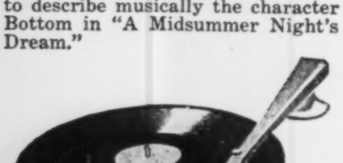
An ancient Arabian legend tells us that the Prophet Mohammed imparted certain inner mysteries to his adopted son, Ali. Fearing that the secret would escape in an unguarded moment, Ali withdrew to the desert. Stopping at an oasis for water, he leaned over to drink—and the secret spilled out into the well. The secret became part of a reed growing beside the water, and when a wandering shepherd fashioned a musical instrument from the reed (the first bassoon), the music made men weep for joy.

A bundle of sticks

One of the earliest mentions of the bassoon occurs in an inventory of an English music collection made in 1574. The early instruments were from six to eight feet long, made of yellow boxwood or brass. Father Alfranio, an Italian priest, conceived the idea of doubling the instrument into its present shape and giving it the appearance of a bundle of sticks, from which the Italian and German names of the bassoon, "fagotto" and "fagott" were derived.

The clown of the orchestra

Although the bassoon is well suited for joyous measures, as mentioned in Coleridge's "The Ancient Mariner," composers have long recognized the comic possibilities of its somewhat pompous quality. Mendelssohn made the best use of it to describe musically the character Bottom in "A Midsummer Night's Dream."



The deep, throaty notes of the bassoon, ranging from 60 to more than 10,000 c.p.s. call for the best recordings. And the best today are:

VERTICAL CUT RECORDINGS!

Electrical Research Products Division
OF
Western Electric Company
INCORPORATED
233 BROADWAY, NEW YORK 7, N. Y.

SPONSORS

(*Continued from page 60*)

ly five-minute transcribed program on KMJ. Contract for 21 weeks placed through First United Broadcasters, Chicago. Seeck & Kade, New York (Pertussin), is using a total of 130 chain break announcements on KMJ over 21 weeks. Agency is Erwin, Wasey & Co., New York. Arvey Corp., Chicago (R-V Lite), is sponsoring on KMJ a five-minute transcribed program three times per week for 26 weeks. Burlingame-Grossman, Chicago, has account. Dr. Hess & Clark, Inc., Ashland, O. (livestock tonic), is using total of 234 transcribed one-minute spots on KMJ, through N. W. Ayer & Son, Philadelphia. Los Angeles Union Stockyards (livestock sale), has started six-weekly one-minute spot schedule on KMJ for 13 weeks through Lisle Sheldon Adv., Los Angeles. Colgate-Palmolive-Peet Co., Jersey City (Peet's granulated soap), through Leon Livingston Adv., San Francisco, has started using transcribed chain break schedule on KMJ. Miles Labs., Elkhart, Ind. (Nervine, Anti-Pain pills), has started daily one-minute transcribed announcement schedule on KMJ for 52 weeks through Wade Adv., Chicago.

M. WEINSTEIN, Los Angeles (retail jewelry), has started five-weekly news commentary with Peter de Lima on KFWB Hollywood for 52 weeks. Agency is Adolphe Wenland Adv., Hollywood.

RICARDO MARTIN, Beverly Hills, Cal. (beauty salon), placing direct, on Sept. 29 started weekly 25-minute audience participation program, "Salute to Beauty," on KMPC Hollywood. Contract is for 13 weeks.

S. GUMPERT Co., Brooklyn, New York (Steero bouillon cubes), has started twice-weekly 10-minute news commentary with Ed Jorgenson on KFI Los Angeles. Contract is for 26 weeks. Agency is Rose Martin Adv., New York. Minick Dairy Co., Los Angeles (ice cream), Oct. 14 starts participation schedule in "Art Baker's Notebook" on KFI for 13 weeks. Agency is J. B. Keefer Adv., Los Angeles. American Chicle Co., Long Island City, N. Y. (Beeman's chewing gum), Oct. 2 starts using twice-weekly spot schedule on KFI through Grant Adv., New York Firm, for Dentyne gum, on Sept. 30 also started six-weekly spot schedule on KFI. Agency is Badger, Browning & Hershey, New York. Contracts are for 13 weeks. Harry Ferguson Co., Cleveland (farm implements), Oct. 1 starts using thrice-weekly participation in Tom Owen program on KFI. Contract is for 39 weeks. Fuller & Smith & Ross, Cleveland, has account.

DELANES, Oakland, Cal (jeweler), has started weekly quarter-hour Ira Blue sportscast on KGO San Francisco. Ad Fried Adv., Oakland, is agency.

AMERICAN MOTH PROOF Co., Los Angeles (Wil Kil), has appointed Glasser-Galley & Co., Los Angeles, to handle advertising.

LT. PAT WEAVER, in charge of production of Armed Forces Radio Service, upon release from Navy has resumed post as advertising manager of American Tobacco Co. and aide to **GEORGE WASHINGTON HILL**, president.

BALABAN FLOOR COVERING Co., Chicago, Sept. 18 started quarter hour six-weekly program on WAIT Chicago. Contract for 26 weeks placed by Rocklin Irving & Assoc., Chicago.

E. A. AARON & BROS., Chicago, distributor for Cedergreen Frosted Foods, has appointed Rocklin Irving & Assoc. to handle advertising. Radio is said to be planned.

G. BARR & Co., Chicago (Balm Barr hand lotion), began sponsorship Sept. 24 of new interview program "Meet the Stars" on WMAQ Chicago, 11-11:15 a.m. (CDST) Monday through Friday. Contract for 52 weeks placed by Arthur Meyerhoff & Co., Chicago.

FRANK H. LEE Co., Danbury, Conn., has appointed William H. Weintraub Co., New York, to handle account for Disney Hats for men. Agency now handles all Lee accounts.

NATIONAL SCHOOLS, Los Angeles (instruction), adding to schedule on southern California stations, Sept. 24 started five-weekly quarter-hour recorded musical program on KFAC Los Angeles. Contract is for 13 weeks. Agency is Adolphe Wenland, Adv., Los Angeles.

WESTERN CANADA FLOUR MILLS, Toronto, has started transcribed musical program on two Newfoundland stations and on Oct. 15 starts five-minute transcribed commentaries on 37 Canadian stations. Account placed by McKim Adv., Toronto.

REMINGTON RAND Ltd., Toronto (electric shavers), has started spots on a number of Canadian stations. Account is being placed by Locke, Johnson & Co., Toronto.

CANADA STARCH Co., Montreal (corn syrup), Oct. 1 starts transcribed "The Greatest of These" on 33 Canadian stations. Agency is Vickers & Benson, Montreal.

DR. CHASE MEDICINE Co., Oakville, Ont. (proprietary), has started spots five-weekly on 40 Canadian stations. Account placed by Ardiel Adv., Oakville.

ADAM HATS (Canada), Toronto, has started singing spots with local dealer tie-up on a number of Canadian stations. Agency is MacLaren Adv., Toronto.

NOMA ELECTRIC Co., Toronto (appliances), has started five-weekly spots on 10 Canadian stations. Account placed by MacLaren Adv., Toronto.

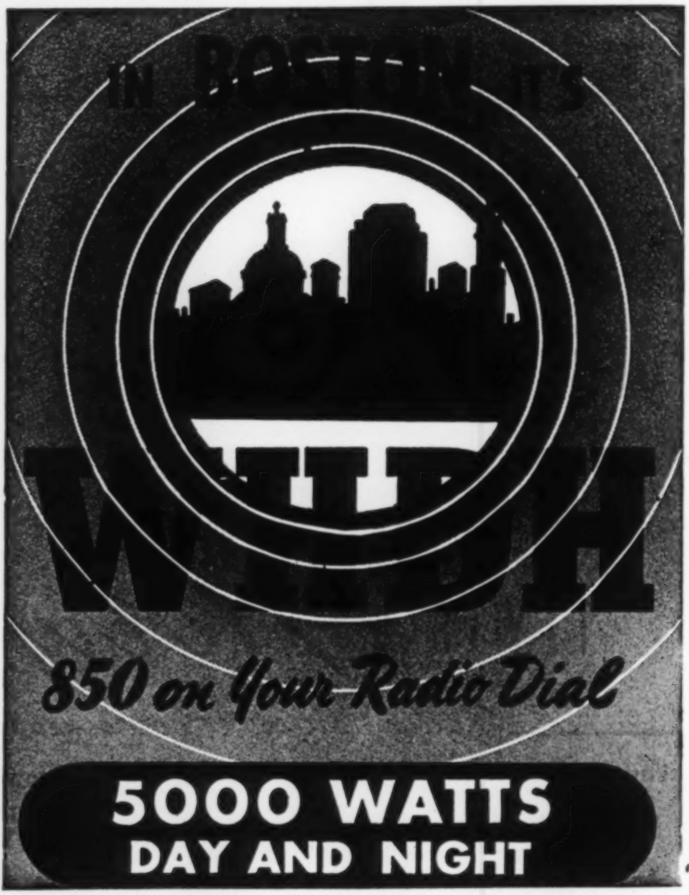
UNITED REXALL DRUG Co., Toronto, has started five-minute transcribed program thrice-weekly on 22 Canadian stations and spots on an additional 17 Canadian stations. Plans for French stations have not yet been announced. Account placed by Ronalds Adv., Toronto.

Quaker Oats Plans

PRINCIPAL postwar plans for Quaker Oats Co., Chicago, cover changes in mills to obtain better products at lower costs and to produce new items developed in its laboratories. Top executives feel company is more fortunate than many insofar as there is no problem of reconverting factory equipment. Quaker last week reported a new record in sales and an increase of more than $1,000,000 in net profits during its fiscal year ended June 30.

'Coronet' Quiz Off

EFFECTIVE Oct. 6, *Coronet Quick Quiz*, sponsored by *Coronet* magazine and heard on American, Sat., 9:55-10 p.m. for the past two years, leaves the air to make room for *Boston Symphony Orchestra*, sponsored by Allis-Chalmers Mfg. Co., Milwaukee, to be heard Sat., 9-10 p.m. *Coronet* will continue to sponsor *Coronet Story Teller* with Marvin Miller Mon. through Fri., 9:55-10 p.m. on American.



NATIONALLY REPRESENTED BY ADAM J. YOUNG, JR., INC.

SEATTLE
TACOMA

The PACIFIC NORTHWEST *means*
KIRO
The Friendly Station
50,000 Watts
710 KC
CBS
SEATTLE, WASHINGTON
Represented by FREE & PETERS, Inc

CLEVELAND'S

WGAR

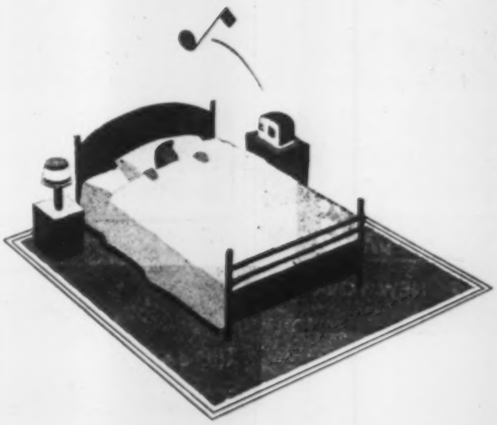
THE FRIENDLY STATION

FREE
SPEECH
"MIKE"

RADIO'S XXV
ANNIVERSARY

IT'S THE STATION THAT KNOWS HOW TO SAY GOODNIGHT

Not just another
late hour filler,
"Sleepy Serenade"
is a top production,
a WGAR nightcap
of music and poetry
which thousands of
Clevelanders have
learned to enjoy
seven nights a week.
We are fussy
about *"off-hours"*
because our audience
has learned to expect
good listening on WGAR
at *all hours.*



WIND
CHICAGO
5000 WATTS 560 KC

Tops on the Dial

THE ONLY
CHICAGO
STATION
WITH 24
HOUR NEWS
SERVICE
UP—PA—INS

EXCLUSIVE
CHICAGO BEARS FOOTBALL
EXCLUSIVE
BLACK HAWKS HOCKEY
EXCLUSIVE
24 HOURS NEWS SERVICE
EXCLUSIVE
CHICAGO CUBS BASEBALL FOR 1945

National Representative
John E. Pearson Co.
250 PARK AVE., NEW YORK

AGENCIES

HARRY W. SMITH, Jr., for 4½ years advertising and sales promotion manager of Selas Corp. of America, New York, has joined John Mather Lupton Co., New York, as vice-president. Prior to his affiliation with Selas Corp. he was national industrial director of American Gas Assn., New York.

Mr. Samuel

MILT SAMUEL, for three years publicity director of American, West Coast division, has been appointed West Coast radio publicity director of the Bureau of Industrial Service of Young & Rubicam, effective Oct. 8. Appointment is part of department expansion made necessary by increasing number of programs emanating from West Coast office. **ROBERT H. MUCKS** remains in his present post as manager of radio publicity department of the West Coast office.

GEORGE NICHOLS, formerly with M. E. Welborn & Assoc., Los Angeles, has joined Allied Adv. Agencies production staff in charge of visual advertising. **PEGGY SILENY**, formerly with Lockheed Aircraft Corp., also has been added to that department. **LARRY SCUDDER** has joined agency's Seattle office as account executive.

ADVERTISING & SALES COUNCIL, Los Angeles, has taken additional offices at 520 W. Seventh St.

JOSH HOGUE, for four years advertising and sales promotion director of Owl Drug Co., San Francisco (West Coast chain), has joined Ruthrauff & Ryan, Hollywood, as account executive.

BRYDON S. GREENE, former assistant to advertising manager of Lever Bros., Cambridge, has joined the plans merchandising department of N. W. Ayer & Son, New York.

MORGAN S. A. REICHER, former assistant director for OWI in ETO, stationed in London, has joined Abbott Kimball Co., New York, as account executive. **FRANCES BROOKS**, former advertising and promotion director of Mary Lewis Dept. Store, New York, has joined Kimball as account executive.

DUANE G. BARTLETT, former vice-president of Edward B. Sturges, Inc., New York, and **WALLACE PFLUEGER**, formerly with Darcy Co., New York, have joined Doremus & Co., New York, as copywriters.

HAROLD METZENDORF, former assistant advertising manager of East Washington Machine Co., Syracuse, has joined copy staff of Lawrence C. Gumbinner Adv., New York.

JAKE VAN AERMAN, Jr., former stage manager and writer for WRGB, GE video station, Schenectady, joins J. Walter Thompson Co., New York, Oct. 1 as assistant to **AL DURANTE**, radio publicity director. **NORMAN VARNEY**, released from the Navy, also joins agency's publicity department as writer.

BRICE DISQUE, released from the Army as lieutenant colonel, has joined Compton Adv., New York, as executive assistant to **LEWIS H. TITTERTON**, manager of radio division. Prior to his entry in the Army he was assistant manager of NBC script department.

BILL MAILLEFERT, former civilian employe of the Army Transport Command, has returned to the radio media department of Compton Adv., New York.

DUANE G. BARTLETT, former vice-president of Edward B. Sturges, Inc., vice-president of Albert Frank-Guenther Law, and writer with Hill & Knowlton, New York, has joined Doremus & Co., New York, as copywriter.

MICHEL NORMANDIN, formerly with Montreal stations CFCF CKAC CHLP and freelance sportscaster, has joined Canadian Advertising Agency, Montreal. He is also a city father, being youngest alderman on Montreal City Council.

AL PAUL LEFTON, president of Al Paul Lefton Adv., Philadelphia, has been elected president of the Eagleville Tuberculosis Sanatorium at Eagleville, Pa., to succeed late **JEROME H. LOUCHHEIM**.

JULIAN WIER PEARSON has joined the media department of Gray & Rogers, Philadelphia.

LT. BURNS W. LEE, former public relations director of Benton & Bowles, New York, has returned from the South Pacific, where he was public relations officer in the Fifth Marine division at Iwo Jima Public Information Office and is stationed in New York.

AGNES DANAHER has been promoted from secretary to assistant to **G. W. FREEMAN**, account executive of Standard Oil of New Jersey, N. Y., at Marschalk & Pratt, New York.

JOSEPH W. G. CLARK, for four years on loan to Canadian government as director-in-chief of public relations for the three Canadian armed services, has resigned and is returning to the Toronto office of Cockfield, Brown & Co.

GEORGE R. BISHOP has returned to Anfenger Adv., St. Louis, as research director.

GENE GRANT & Co., Hollywood station representative, Oct. 1 opens northern California offices at 681 Market St., San Francisco. Telephone is Garfield 5512. Firm has been appointed Pacific Coast sales representative for KGKB Tyler, Tex., WJLD Bessemer, Ala., KODL The Dalles, Ore.

PURA LOPEZ, formerly with Publicidad Mestre & Co., Havana, and writer of original radio scripts for American and Cuban advertisers, has joined the Spanish copy staff of National Export Adv. Service, New York.

COL. DONALD Q. COSTER has returned to this country following 3½ years Army service abroad. He formerly was account executive and in charge of new business for J. Walter Thompson Co., Montreal.

AL REIWITCH, for 2½ years radio director, copy writer and contact man for Weiss & Geller, Chicago, Oct. 1 joins Bozell & Jacobs, Chicago, as assistant to **NATHAN JACOBS**.

IDAHO ADV. Agency has been started in Boise, Ida., by **EDWIN F. CASEBEER**. Address is 17 Broadbent Bldg., phone 2064. Casebeer is former account executive of Cline Adv. Service, Boise.

STELLER-MILLER-EBERTS, Los Angeles office, is expanding quarters at present address, 112 W. Ninth St. **JAMES R. DeGRAW**, formerly with Col-

(*Continued on page 66*)

WROK *Tops in*
ROCKFORD ILLINOIS

ROBERT S. CONLAN SURVEY
SUNDAY THRU SATURDAY

Distribution of Listening	Morning	Afternoon	Evening
WROK	42.1	33.4	31.3
Station A	25.1	18.3	21.6
Station B	13.2	16.4	11.3
Station C	15.1	26.1	30.1
Others	4.5	5.8	5.7

WROK
THE *only* STATION THAT CAN DO A JOB FOR YOU IN ROCKFORD
HEADLEY-REED
AMERICAN NETWORK

EL PASO TEXAS
is the economic capital of a
vitally important empire embracing
15 COUNTIES in
4 STATES in
2 NATIONS.

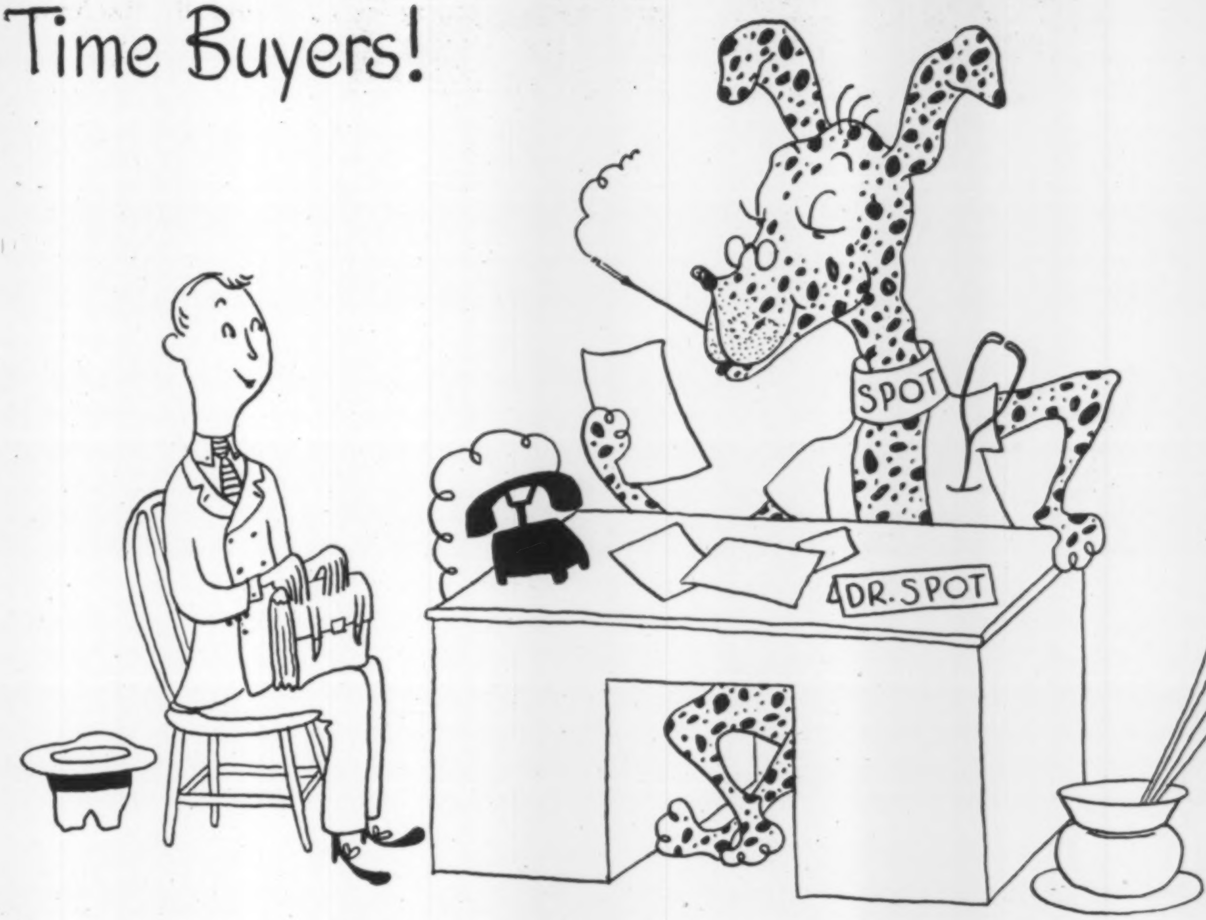
Only KROD
the "influential" station in
El Paso covers it ALL.

DORRANCE D. RODERICK
OWNER
VAL LAWRENCE
MANAGER

600 KC CBS 1000 Watts
Howard H. Wilson Co. National Reps.

For Results
IN THE EL PASO
Southwest use KROD

Time Buyers!



CALL ON "Spot" FOR CONSULTATION

WEAF	New York
WBZ & WBZA	Boston, Springfield
WGY	Schenectady
KYW	Philadelphia
WRC	Washington
KDKA	Pittsburgh
WTAM	Cleveland
WOWO	Ft. Wayne
WMAQ	Chicago
KOA	Denver
KPO	San Francisco

TROUBLES? Why not give "Spot" the chance to solve them. He's switched many a time buyer's headache to a halo—frequently offered the advice that untied knotty spot problems. For when time is as popular as it is on NBC represented stations the help of an insider helps. Maybe he can't always provide just the time you were after—but chances are mighty good that he can suggest another period which will be just as productive as your original choice.

Call on "Spot" for consultation today and let him help you find choice spots among those available on NBC's 11 vital stations which broadcast to 55% of the radio homes in the U. S. . . . in markets whose buying power is 34.2% higher than the country's average . . . markets where products go over the top . . . and top the competition.

NBC SPOT SALES

New York, Circle 7-8300 . . . Chicago, Superior 8300 . . . San Francisco, Graystone 8700
Washington, Republic 4000 . . . Cleveland, Cherry 0942 . . . Hollywood, Hollywood 6161
Denver, Maine 6211 . . . Boston, Hancock 4261

this is

WDOD

20th YEAR

ACCORDING TO EVERY HOOPER the *outstanding* CHOICE OF CHATTANOOGA LISTENERS

the STATION IN Chattanooga

•

CBS

•

5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES

He's Your Man . . .

When the BMI FIELD REPRESENTATIVE visits your city and your station, he's there to serve you . . . he's your man.

You may know him well. For he's been calling on you for some time now. AND, he's one travelling man who is not trying to SELL.

The BMI FIELD MAN—*he's been especially picked for the job*—is primarily a radio man. Years of valuable experience in all phases of radio management are his special qualifications. And with the added knowledge he possesses of music matters, he's in a position to be of extra service to you.

So—the next time you meet up with GLENN DOLBERG or RALPH WENTWORTH or AL MARLIN or JIM COX—remember, he's the BMI FIELD REPRESENTATIVE . . . *He's your man!*

BMI BROADCAST MUSIC, INC.
580 FIFTH AVENUE NEW YORK 19, N.Y.
New York • Chicago • Hollywood

AGENCIES

(Continued from page 64)

lins & Cooper and Beaumont & Hohman, joins agency as account executive. New accounts of agency include Simpson Steel Co., Madsen Iron Works, Gendron Chemical Co. (Doff Soapless Suds).

JULIAN G. POLLOCK CO., Philadelphia, has been elected to membership in American Assn. of Advertising Agencies.

CHRISTIANSEN ADV., Chicago, has moved to larger quarters in the Field Bldg., 135 S. LaSalle St. New phone is Central 2484.

FRANCIS MARTIN Jr., formerly with WOR New York recording studios, has joined the radio division of Abbott Kimball Co., New York.

JAMES C. RESOR, McCann-Erickson timebuyer, on Sept. 15 married Emilie Julianele of Philadelphia.

ESTHER JONES, formerly with Chicago Times and UP, has joined the copy and publicity staff of Ivan Hill Adv., Chicago. **MARY SHERIDAN**, with MacFarland Aveyard & Co. for 10 years, joins Hill to handle media, both radio and newspaper.

RANDOLPH A. SANDBERG has resigned as head of accounting department of Grant Adv. to join accounting staff of Burton Browne Adv.

JAMES A. CHRISTENSEN has been named radio director of Wolfe-Jickling-Dow & Conkey, Detroit. He formerly was with production staff of WWJ Detroit and the Detroit News. **PATRICIA TOBIN**, former women's director of KFKW Columbia, Mo., has been named assistant to Mr. Christensen to handle radio features for women.

NETWORK ACCOUNTS

New Business

CENTAUR Co. Division of Sterling Drug Inc., New York (Molle shaving cream), Oct. 5 starts Molle Mystery Theater on 59 NBC stations Fri. 10-10:30 p.m. Agency: Young & Rubicam, N. Y.

TRIMOUNT CLOTHING Co., New York (Clipper Craft clothes), Oct. 13 starts Tommy Harmon on 56 Mutual stations, Sat. 7:45-8 p.m. Agency: Emil Mogul Co., N. Y.

P. BALLANTINE & Sons, Newark (beer, ale), Oct. 16 starts "His Honor, the Barber" on NBC Tues. 7:30-8 p.m. Agency: J. Walter Thompson Co., N. Y.

GOODYEAR TIRE & RUBBER Co., New Toronto, Ont. (tires), Oct. 2 starts Parade of Songs on 36 CBC Dominion network stations, Tues. 8-8:30 p.m. (repeat to Pacific coast 12-12:30 a.m.) Agency: J. J. Gibbons Ltd., Toronto.

GILLETTE SAFETY RAZOR Co. of Canada, Montreal, Oct. 3 starts World Series Baseball Games on 51 Canadian stations, 1:15 p.m. to end. Agency: Maxon Inc., N. Y.

BRITISH AMERICAN OIL Co., Toronto (gasoline), Sept. 27 started Taxi Thirteen on 5 CBC Quebec stations, Thurs. 8:30-9 p.m. Agency: J. Walter Thompson Co., Toronto.

HOUDE GROTHE Ltd., Montreal (tobacco), Oct. 15, starts Soirees Canadiennes on 10 CBC French stations, Mon.-Wed.-Fri. 7:30-7:45 p.m. Agency: Whithall Broadcasting, Montreal.

Renewals

R. J. REYNOLDS Tobacco Co., Winston-Salem, N. C. (Camel cigarettes and Prince Albert smoking tobacco), Oct. 1 renews for 52 weeks Thanks to the Yanks on full CBS network, Mon. 7:30-8 p.m. Agency, Wm. Esty & Co., N. Y.

TEXAS Co., New York (Texaco products) Sept. 30 renewed for 52 weeks Texaco Star Theater on full CBS network, Sun. 9:30-10 p.m. Agency, Buchanan & Co., N. Y.

E. R. SQUIBB & Sons, New York (dental products and cosmetics), Sept. 24 renews for 52 weeks Jimmy Carroll Sings on full CBS network, Mon.-Wed.-Fri. 6:15-6:30 p.m. Agency, Geyer, Cornell & Newell, N. Y.

GENERAL FOODS Corp., New York (Posts raisin bran and bran flakes), Sept. 24 renewed for 52 weeks Kate Smith Speaks on full CBS network, Mon. thru Fri., 12-12:15 p.m. Agency, Benton & Bowles, N. Y.

LEDERLE LABS, New York (vitamin products), Oct. 2 renews for 52 weeks Doctors Talk It Over on 160 American stations, Tues., 9:30-10 p.m. Agency: Hazard Adv., N. Y.

ARMSTRONG CORK Co., Lancaster, Pa. (building materials) Sept. 24 renewed for 52 weeks Armstrong Theater of Today on full CBS network, Sat. 12-12:30 p.m. Agency: BBDO, N. Y.

Net Change

BRITISH AMERICAN OIL Co., Montreal (gasoline), Sept. 27, instead of previously planned Sept. 20, started Peerless Parade on 28 CBC Trans-Canada stations Thurs. 9:30-10 p.m. Agency: J. Walter Thompson Co., Toronto.

McCOLL-FRONTENAC OIL Ltd., Montreal (gasoline), Oct. 7 adds three British Columbia stations for total of 33 CBC Dominion network stations on Texaco Star Theater, Sun. 9:30-10 p.m. Agency: Ronalds Adv., Montreal.

CAMPBELL'S SOUPS Ltd., New Toronto, Oct. 7 replaces Radio Reader's Digest with Request Performance on 24 CBC Dominion network stations, Sun. 9-9:30 p.m. Agency: Ward Wheelock Co., Philadelphia.

CHARLES H. PHILLIPS CHEMICAL CO., New York (Milk of Magnesia), Oct. 5 changes Waltz Time from Fri. 9-9:30 p.m. to 9:30-10 p.m. on 141 NBC stations. Agency: Dancer-Fitzgerald-Sample, N. Y.

BROWN & WILLIAMSON TOBACCO Co., Louisville (Raleigh cigarettes), Oct. 5 shifts People Are Funny from Fri. 9:30-10 p.m. to 9-9:30 p.m. on 140 NBC stations. Agency: Russel M. Seeds, Chicago.

BROWN & WILLIAMSON TOBACCO Co., Louisville (Raleigh cigarettes, Sir Walter Raleigh smoking tobacco), Oct. 15 shifts People are Funny on 141 NBC stations from Fri. 9:30-10 p.m. to 9-9:30 Agency: Russel M. Seeds Chicago.

BEAUMONT Labs., St. Louis (4-Way Cold Tablets), Oct. 1 moves Cliff Edwards on 203 MBS stations Mon.-Wed.-Fri. from 11:55-12 noon to 2:25-2:30 p.m. Agency: Donahue & Coe., N. Y.

Harold R. MacNamee

HAROLD R. MACNAMEE, 48, a partner in the Alley & Richards Co., New York and Boston, died in the Newton Hospital, Newton, Mass., Sept. 23. He has been associated with the agency since 1928 and was headquartered in Boston.

Fitch Show Welcomed

A CLOSED CIRCUIT broadcast welcoming the Fitch *Rogue's Gallery*, which started on Mutual Sept. 27, was held in WGN Chicago studios Sept. 24, with Mutual, sponsor and agency officials playing hosts to 600 members of the National Assn. of Retail Druggists. Talks were by Edgar Kobak, MBS president; Theodore Christianson, former Governor of Minnesota, public relations director, NARD; F. W. Fitch, president; Les Sandahl, vice-president and sales manager, F. W. Fitch Co., and E. G. Nackel of L. W. Ramsey & Co., agency handling account. Dick Powell, the show's star, did a seven-minute cut-in from Hollywood.

Pure Oil Spots

PURE OIL Co., Chicago, begins spot campaign Oct. 7 and 15 using approximately 4 spots weekly on the following stations: WLOK WHIS WJLS WKMO WGTC WFTC WRRF WCNC. Contracts for 3 weeks were placed by Leo Burnett Co., Chicago.

Marines record Valentine messages for broadcast over U. S. radio stations.

Trailer-studio houses and transports Presto equipment in South Pacific.

Photos courtesy of U. S. Marine Corps.

Presto microphone picks up on-the-spot interview with fighter pilot.

Presto transcribes battle experiences during Bougainville offensive.

THIS IS WHY YOU HAVEN'T BEEN ABLE TO GET A PRESTO RECORDER

Because Presto equipment has been right there in the front lines with G.I. Joe . . . to support his strategy with actual combat transcriptions . . . to support his morale with recorded messages of his voice for the folks back home . . . and to give America a permanent, unprecedented sound document of a world-at-war.

South Pacific natives serenade U. S. listeners via Presto recordings.

Presto recordings carry Marines' greetings to their families at home.

At the front, Presto is standard equipment with the Armed Services.

PRESTO
RECORDING CORPORATION

242 West 55th Street, New York 19, N. Y.
Walter P. Downs Ltd., in Canada

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

WAKR

AKRON'S *First* STATION

ALL DAY LONG

More people listen to WAKR than to *any other* station *heard* in Akron*

* C. E. HOOPER SUMMER 1945 INDEX 8 A. M. TO 6 P. M.

WAKR TOWERS OVER AKRON

Basic Station
AMERICAN BROADCASTING CO.
5000 WATTS · DAY & NIGHT
Weed & Co.
NATIONAL REPRESENTATIVES

PROMOTION

Promotion Personnel

PAT CAMPBELL, director of station relations for Don Lee Broadcasting System, Hollywood, is on 30-day tour of 28 Pacific Coast affiliates, conferring with station executives.

JUDITH CORTADA, publicity writer for promotion department of American, has been named publicity manager of network's cooperative program department.

EILEEN OBERLING, former assistant program director of WIND Chicago, has joined North Central Broadcasting System, Chicago, as publicity-promotion director. She is also in charge of new radio serial "Joe Palooka", recently purchased by NCBS.

HELEN KING, for a year with the exploitation department of WOR New York, resigned Sept. 28.

MIRIAM JEAN BAUMAN, graduate of NBC-Northwestern U. Summer Radio Institute, has joined the publicity-promotion department of WWVA Wheeling, W. Va. She succeeds **RUTH LEE MILLER**, who resigned to be married.

DON WEEKES has been named assistant director of publicity and public relations for WJR Detroit. Before the war he had been with WELL WJNO WKAT WIOD WKZO and previously in the publishing field.

DOROTHY DEDOYARD has been named assistant to **M. MEDEARIS**, promotion manager of KXOK St. Louis.

WGAR Book

SOME 15,000 copies of 64-page "Pacific Mission", highlights of experiences of Carl George, assistant manager of WGAR Cleveland, while in Pacific as WGAR correspondent, are being mailed by the station. Selected representative scripts and interviews are used in the book which is being sent to national and local advertisers, network and other radio officials, members of FCC, Ohio senators and congressmen, all Ohio newspapers and a selected Cleveland list including families of men interviewed overseas.

KTUL Folder

FOLDER has been prepared by KTUL Tulsa to promote the KTUL-American Legion G. I. Bill of Rights Cavalcade, group organized by the station and the local American Legion post to tour eastern Oklahoma for presentation of public information forums to benefit returned veterans. Included are illustrations of some of the weekly tours of key cities of the area.

Whirligig Promotes

A 10-INCH disc, containing pictures of 20 big-name stars and dial with list of humorous stunts for them to do, is promotion piece issued by Ward Wheelock Co., Philadelphia, in behalf of "Request Performance", CBS 9 p.m. Sunday, starting Oct. 7 for Campbell's Soups.

Promotion Report

HARRY D. GOODWIN, promotion manager of WCOP Boston, Sept. 27 made a presentation to American executives of the way in which WCOP blanketed the Boston area with an intensive campaign of radio, newspaper, billboard, cardboard and display advertising to announce affiliation with American last June.

Hunting Theme

USING approaching hunting season as motif, WNHC New Haven has issued a folder, "It's an Open Season in Connecticut This Fall and Winter", addressed to time-buyers interested in advertising in the greater New Haven market.

Barn Dance Promotion

VARIETY—Western style—is title page for brochure on CBS Pacific Coast "Hollywood Barn Dance" program. Piece is illustrated with photographs of cast and western cartoon figures. Letter signed by D. W. Thornburgh, Pacific Coast network vice-president, is included.

Program Booklet

BOOKLET has been published by WMRN Marion, O., for Kline's Dept. Store, sponsor of daily "Kline's Quizzer" from its store. Story and pictures of program are included.

Hon. John Martin
Advertising Manager
Montgomery Ward & Co.
Chicago, Ill.

Dear John:

I was just goin' to say, "Nothin's new around here", when I thought of something that is new . . . well sort of new. It's something folks here at WCHS in Charleston have been interested in for a long time and now that the War heat is off they tell me we're goin' after it in a big way. No, not business! Sounds silly to say it but we've got practically too much business . . . this is something I think is more important than business. 'Course I'm just the sweep up man around here 'tho they do call me lots of fancier names sometimes, but I must be right . . . I heard the boss say it, too. I'll let you know all about it next week when I'll have more room to write.

Yrs.,
Algy

WCHS
Charleston, W. Va.

WSLI
JACKSON MISSISSIPPI

Coldwater, Mississippi

This is a fine little community in Tate County, but to bring your advertising results to a boil—concentrate on JACKSON, metropolitan center whose 1944 effective buying income is estimated at $288,790,000!

WSLI—the "Double-Return" station, offers you maximum coverage of this market—at less cost!

BLUE NETWORK
WEED & COMPANY
NATIONAL REPRESENTATIVES

WE'VE BEEN IN BUSINESS SINCE PEOPLE WERE SAYING, "SHE'LL NEVER WORK IN A MILLION YEARS!"

GATES first made Radio Transmitting Equipment in 1922—centuries ago in terms of the youth of the entire Radio Industry.

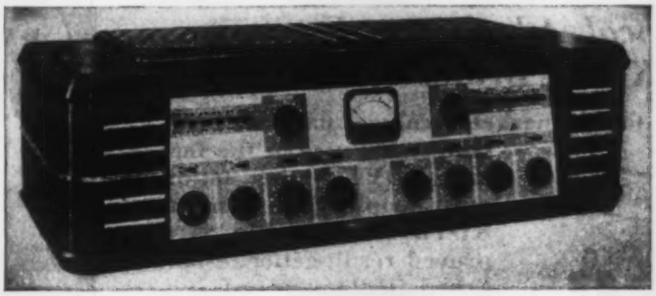
Steadily, since that early beginning, GATES Products have kept pace with—and frequently led—the pack. *Exclusive* devotion to Radio Transmission has made it possible for GATES Engineers to concentrate on vital, constructive designing—and for GATES Workers to reach a high point in precision.

For today's needs—for Post-War needs—rely on the GATES-Way to complete, dependable Equipment!

Be sure to write or call for details about the GATES Priority System for Prompt Post-War Deliveries. GATES RADIO CO., Quincy, Ill.

Engineering Perfection and Eye-Appeal Combine in the GATES Speech Input Console

This DeLuxe Model 30 is a beauty to see—and a marvel of fine engineering. Control is amazingly simple—the result of carefully planned front panel instrumentation. This Console contains complete equipment for all studio requirements in the normal operation of any size broadcasting station.



WRITE TODAY FOR DETAILED BULLETIN

GATES RADIO CO.

PROGRESS REPORT

GATES is now in full production on civilian equipment and can make prompt delivery on many popular items.

GATES RADIO CO.
QUINCY, ILLINOIS

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT SINCE 1922

In the UTAH MARKET

Here you see cans of peas being lowered into a pressure cooker in one of Utah's 30 canning factories. These plants last year packed 4,403,730 cases of fruits and vegetables, 22 kinds, valued at approximately $11,000,000. More than 7,000 persons were employed. This year the output is expected to surpass the 1944 pack.

Canning is just one of Utah's diversified industries that create substantial payrolls.

Local Advertisers Know
KDYL Brings Results

In selling to this market, local and national firms take cognizance of the fact that KDYL is the station most people listen to most. KDYL showmanship is a proved result-getter, established in 23 years of successful service.

The POPULAR Station

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative: John Blair & Co.

PROGRAMS

SERIES of fall and winter programs has been started by WINX Washington titled "Congress on the Air", Sunday evening half-hour in which members of Congress discuss and debate current issues. Lined to WMCA New York, program also is available through facilities of Keystone Broadcasting System. Program is directed by Bob Coar, in charge of the Capitol radio room.

Tele Previews

WEEKLY series of televised football talks on NBC television station, WNBT New York, started Sept. 28. Information and pictures of big games of the previous Saturday are presented plus distinguished guest who forecasts top 10 games of next day. Program is called "Friday Night Quarterback".

Opera Revue

NEW KIND of opera concert presenting popular selections from the great operas, "Operatic Revue", started Sept. 30, in Sunday 10-10:30 p.m. spot on Mutual. English translations are sung by leading American stars. Several guest soloist are presented on each program.

New AFN Series

UNTOLD stories and facts European war correspondents have had to withhold for censor or security reasons are now being broadcast on "Correspondents Diary", quarter-hour weekly program on AFN. Program is broadcast each Wednesday night and repeated in full the following morning for G. I. listeners. Well-known reporters and commentators are featured. In order to help veterans face postwar problems, AFN is starting two new programs within next few weeks, "Help Wanted", a quarter-hour featuring questions relative to employment problems to be answered by government experts, and "Mind Your Own Business", a two-part program showing fraud and deceits veterans may encounter in civilian life and showing opportunities and hazards for those who establish their own businesses.

Cuckoo House

WEEKLY children's program "The Cuckoo Clock House" has been started on CJBC Toronto, Saturday 7-7:30 p.m. Junior listeners are taken through the interesting rooms of the mythical Cuckoo Clock House during the program, the Green Room featuring strange plants and botanical curiosities, the News Room bringing current events to their attention, the Work Room containing articles any 10-year-old can make. Other rooms include hobby room, music room, magic room, story room, corny closet.

Veterans' Forum

SERIES of Saturday evening programs has been started by WAAB Worcester, Mass., under title "The Worcester Veterans' Forum" which includes panel discussion and opportunity for both employers and veterans to participate. Listeners' questions are invited. Each program considers a different problem. Promotion for forum includes banners on City Hall, posters and newspaper ads.

ATC Records

BROADCAST version by WSIX Nashville of Air Transport Command football games at local field are being transcribed and duplicated for distribution throughout the world. Sponsor of WSIX play-by-play account is Cain-Sloan Dept. Store, Nashville.

Favorite Selections

MUSICAL selections which are the favorites of outstanding people are presented in new weekly half-hour program of WNEW New York. Started in Sunday evening period, first broadcast was composed of favorite Chopin recordings of President Truman. Program title is "Perfect Program".

KMOX Showcase

VARIETY program started by KMOX St. Louis, "KMOX Showcase", presents "the man behind the man behind the mike" as well as station talent personalities. Half-hour Saturday evening feature includes music, comedy dramatic skits and interviews.

Travel Stories

HUMAN interest stories of his travels are being related by Dick Diespecker, program director of CJOR Vancouver, in new program started on that station titled "Off the Beaten Track". Diespecker was released some time ago as radio liaison officer with the Canadian Army.

Telecrime

TELEVISION audience plays detective in "Photocrime"" series started on CBS television station WCBW New York. Produced in collaboration with Look Magazine series in telecast each Tuesday.

WHBQ

Your MUTUAL Friend
E. A. ALBURTY, Gen. Mgr.
Memphis, Tennessee

WHBQ's
latest Hooper
shows a gain
morning, afternoon
and night.
Wire for availabilities

REPRESENTED BY RAMBEAU
HOLLYWOOD • CHICAGO • NEW YORK

The Latest
AIRLINE SCHEDULES
AMERICAN AVIATION
TRAFFIC GUIDE

In use constantly by airlines and frequent air shippers and travellers. Published and revised monthly.

The Standard Guide to Air Transportation
Timetables—Fares—Routings—Maps
SUBSCRIPTIONS $5.00 A YEAR
(12 monthly volumes and supplements)
AMERICAN AVIATION PUBLICATIONS
American Building Washington 4, D. C.

for the Finest in ... **FM**

THE TWO CHANNEL PHASE-SHIFT MODULATOR IS STILL THE BEST

REL is the pioneer builder of the phase-shift modulators and transmitters for the Armstrong wide band FM system of radio signaling. The modulators include the original design and the greatly improved two channel design described by Major Armstrong before the Institute of Radio Engineers on Nov. 5, 1941. Modulators built by this company have been in constant reliable operation throughout the country since 1938. And on Mt. Washington, inaccessible for months each year, the two channel modulator has performed without a flaw.

The basic electrical characteristics of the two channel modulator now in the field leave little opportunity for improvement but we have learned how to add to the modulators reliability through improvements in its mechanical and component design. REL takes pride in announcing that the improvements are substantial and that they are incorporated in REL FM broadcasting transmitters shortly to be made available to the industry.

REL

Sales Representatives

MICHIGAN
M. N. Duffy & Co., Inc.
2040 Grand River Ave. W.
Detroit, Mich.

MIDWEST
REL Equipment Sales, Inc.
612 N. Michigan Blvd.
Chicago, Ill.

PACIFIC COAST
Norman B. Neely Enterprises
7422 Melrose Avenue
Hollywood 46, Cal.

Pioneer Manufacturers of FM Transmitters Employing Armstrong Phase-Shift Modulation
Radio Engineering Labs., Inc

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

Number One
IN READERSHIP
Because it prints the News while it's NEWS

News must travel fast. Or else it isn't news.

News importance and value depend upon its freshness—and authenticity.

That's the reason why ADVERTISING AGE occupies No. 1 position in readership among all *general* advertising publications.

It goes to bed at Friday noon—and on the following Monday morning is on the desks of the nation's advertising executives everywhere.

That's one of the reasons why more radio broadcasting stations use more advertising in ADVERTISING AGE than in any other *general* advertising publication.

Would you care to hear a more complete story of its influence?

Drop us a line.

Advertising Age

The National Newspaper of Marketing

100 E. Ohio St., Chicago 11 • 330 W. 42nd St., New York 18

News

(*Continued from page 23*)

that cover more than the network broadcasts, and at 12:30 noon we try to include at least five minutes of state news for our territory.

"It is still an experiment, but I believe we are on the right track and will be doing a real public service if we can continue to improve. I personally agree with the CBS stand on commentators, and we avoid any 'one man's opinion' features."

Hartford Views

Station Manager Haase has asked all handlers of news at WDRC to "start concentrating on local news and sports once again and to adjust your mental attitude to the fact that the war is over".

"From now on," said Mr. Haase's letter to the news staff, "we are going to do our news thinking on the local and State basis as wel las on the international level. I think people are anxious for home town and state news.

"I want all of you to keep an eye on the UP and AP wires, especially as regards their coverage of local and state news. We should use every item that is of fairly general interest. Reconversion and labor problems in Hartford and Connecticut are of tremendous interest to a lot of people. Local tax rates, municipal affairs and state government policies are going to assume a major importance once again.

"The thinking of the people, I believe, is going to revert swiftly to local news, and I want all the local you possibly can get on our news programs. Sports, too, is very important. Keep your eye on this field, and use wherever you can. Remember this: the war pressure if off!

"Some of you may not know our experience with the Hartford *Courant* news broadcast we have on every night, except Sunday, from 6:05 to 6:15, direct from *The Courant*. Remember, this is a local and state news program, the best, I believe, in the state.

"The Hooper rating on this news period has gone up continuously from the moment the first broadcast went on the air from *The Courant* last year. In addition, *The Courant* recently announced an increase in its circulation of 3,500 copies daily. That was after the program had been on the air seven months. Undoubtedly, radio had something to do with it, as well as the fact that *The Courant* is a very good newspaper.

"I mention this to prove one point: people want local and state news, and we must give it to them. If you have any ideas regarding improvement of UP and AP local state news coverage, please let me know, and I will pass the information on."

On the network side, Mr. Kintner has this to say:

"Post-war plans in news coverage have been gradually put into operation by the American Broadcasting Co. since the conclusion of the war in Europe. Therefore, we do not believe the final peace in the East, the surrender and occupation of Japan, will bring any sudden changes in news coverage.

"Our editors, correspondents and commentators have been reminded that the public will want an abundance of facts, and keen analysis of these facts, in the post-surrender days, if our democratic ideals are to triumph in peace time. Our slogan, as expressed on our public service programs, is: 'Never have so many needed to know so much.'

"American will continue to cover the foreign countries with its own correspondents and will set up a bureau in Tokyo immediately after the official surrender.

Foreign Bureau Emphasis

"The emphasis in our foreign bureaus, both in Europe and in the Far East, will be on the political and economic interpretations of the news, as soon as the American armies have settled down to routine duties.

"Our war correspondents, headed by our famed George Hicks, who have kept millions of listeners informed on the daily advance of our troops, will, in great part, form a corps of domestic correspondents, who will move about this country providing on-the-scene reporting, which we believe will be

(*Continued on page 74*)

RELIGIOUS TRANSCRIPTION LIBRARY

Designed for *Better Programs*

•
130 NUMBERS
in Basic Library
•
10 NEW NUMBERS
Each Month

WIRE FOR
AUDITION
DISC
Instrumental, Vocal, All Types
Nationally Known
Radio Artists

•
COSTS ONLY
$15
A MONTH
•

CAMPUS *Sacred* CHRISTIANS *Recordings*
5380 E. OLYMPIC BLVD LOS ANGELES 22, CALIF.

Nern Fashions

"Sometimes I wish you'd listen to something besides WBZ."

Nern Fashions

"Sometimes I wish you'd listen to something besides WCSH."

Nern Fashions

metimes I wish you'd listen something besides WJAR."

Nern Fashions

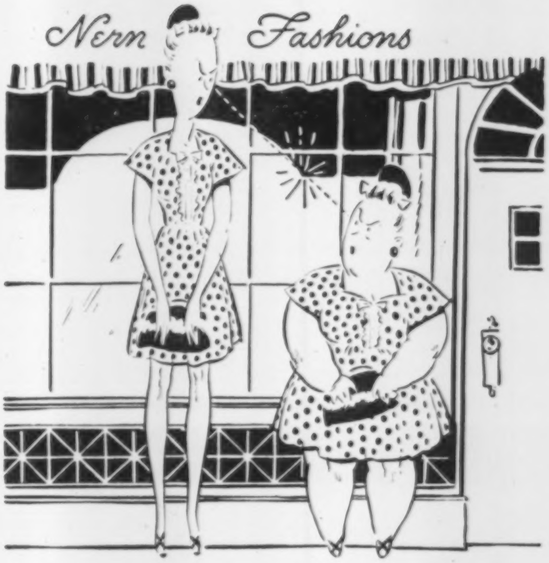
"Sometimes I wish you'd listen to something besides WLBZ."

Nern Fashions

"Sometimes I wish you'd listen to something besides WRDO."

Nern Fashions

"Sometimes I wish you d listen to something besides WTIC."



"Sometimes I wish you'd listen to something besides NERN."

New Englanders really respond to commercial messages on NERN, which reaches them with peak program and power impact.

Expanding this thought: NERN transmits with three times the power of any other combination here. NERN stations feature ably produced local programs and the top-rated NBC shows, carried because all NERN stations are NBC affiliates.

Expanding further: the New Englanders who do all this responding total only 6.3% of the U.S. population but have 11% of capital resources in U.S. banks.

You can talk to them through NERN for only $292, without line charges and with free studio facilities in Boston, Hartford and New York. When you buy NERN, you buy a network.

NERN STATIONS

	Frequency	Watts	
WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WRDO	1400	250	Augusta, Maine
WTIC	1080	50,000	Hartford, Conn.

Nationally represented by

WEED & COMPANY

New York, Boston, Chicago, Detroit,
San Francisco, Hollywood

NEW ENGLAND REGIONAL NETWORK

nern

HARTFORD, CONNECTICUT

Smart Time Buyers

Will Put Their "Hawkeye" On

with the largest population coverage* of any station in the Hawkeye State . . . at IOWA's best frequency—600 KC, 5000 Watts

Yessir, "keep your eye on Iowa" . . . one of the brightest spots on any sales map. And when you go West, go to Eastern Iowa's most popular station for lowest-cost sales.

WMT is Eastern Iowa's only CBS station . . . covering 126,500 square miles of "high test" sales territory!

* 3,500,000 people. WMT also has the largest daytime primary area of ANY station in Iowa within its 2.5 MV line.

WATERLOO
DUBUQUE
MASON CITY
CEDAR RAPIDS
CLINTON
DAVENPORT
CHICAGO
SIOUX CITY
IOWA
DES MOINES
ROCK ISLAND
BURLINGTON
OTTUMWA
NEB.
ILL.
CEDAR RAPIDS
WMT
WATERLOO
5000 WATTS · DAY and NITE · 600 KC.
BASIC COLUMBIA NETWORK

REPRESENTED BY
KATZ AGENCY

News

(Continued from page 72)

a major feature of 'after-the-war' news coverage.

"We will continue to utilize the combined talents of our program and news departments to present information and the background of the news in the most entertaining way possible.

"We expect that the field of sports, which has been so limited since Pearl Harbor, will enjoy a rebirth of coverage with important new blocks of time allotted for play-by-play, blow-by-blow accounts of sports events, as well as commentaries and feature programs. Harry Wismer, our sports director, is developing new plans and two new sports programs will be inaugurated in the immediate future."

Tom McCarthy, news director of WKRC Cincinnati, says: "That smart guy who traded in his auto for a one-horse shay when they started to ration gasoline and tires is back again . . . This time 'Wrong Richard' is sending out condolences to the slightly punch-drunk radio news editors of the nation. It's plain as the nose on his face, he says, that folks will be able to use a lot less news on the air from now on.

"But don't you believe it! Radio news outgrew its rompers during World War II, and now it's going to look even better in long pants.

"World War II has produced the biggest radio news audience in history and the news broadcasters who can adapt themselves to the necessities of peace will keep that audience. National news will come into its own again as this nation witnesses a renewed labor vs. manufacturer struggle. Senate committees will probe slightly gamey war contracts. A 300 million dollar debt must be lifted.

"Local news, generally slighted by individual stations, will come into its own as soon as the radio industry discovers what newspapermen know—that the man next door is a lot more important than any three out-of-state senators.

"Don't sell overseas news short. The American listener has a bi stake in what happens to Britain Germany, Poland, the Balkans Japan, China and other nations.

In a letter to BROADCASTING, Mr Miller of KVOO Tulsa, takes issue with some who believe that there will be a lessening of interest i news now that the war is over regardless of media considerations.

Mr. Miller says:

"It is my firm conviction that the war has built a permanent audience for radio news and that any decline in audience will be negligible.

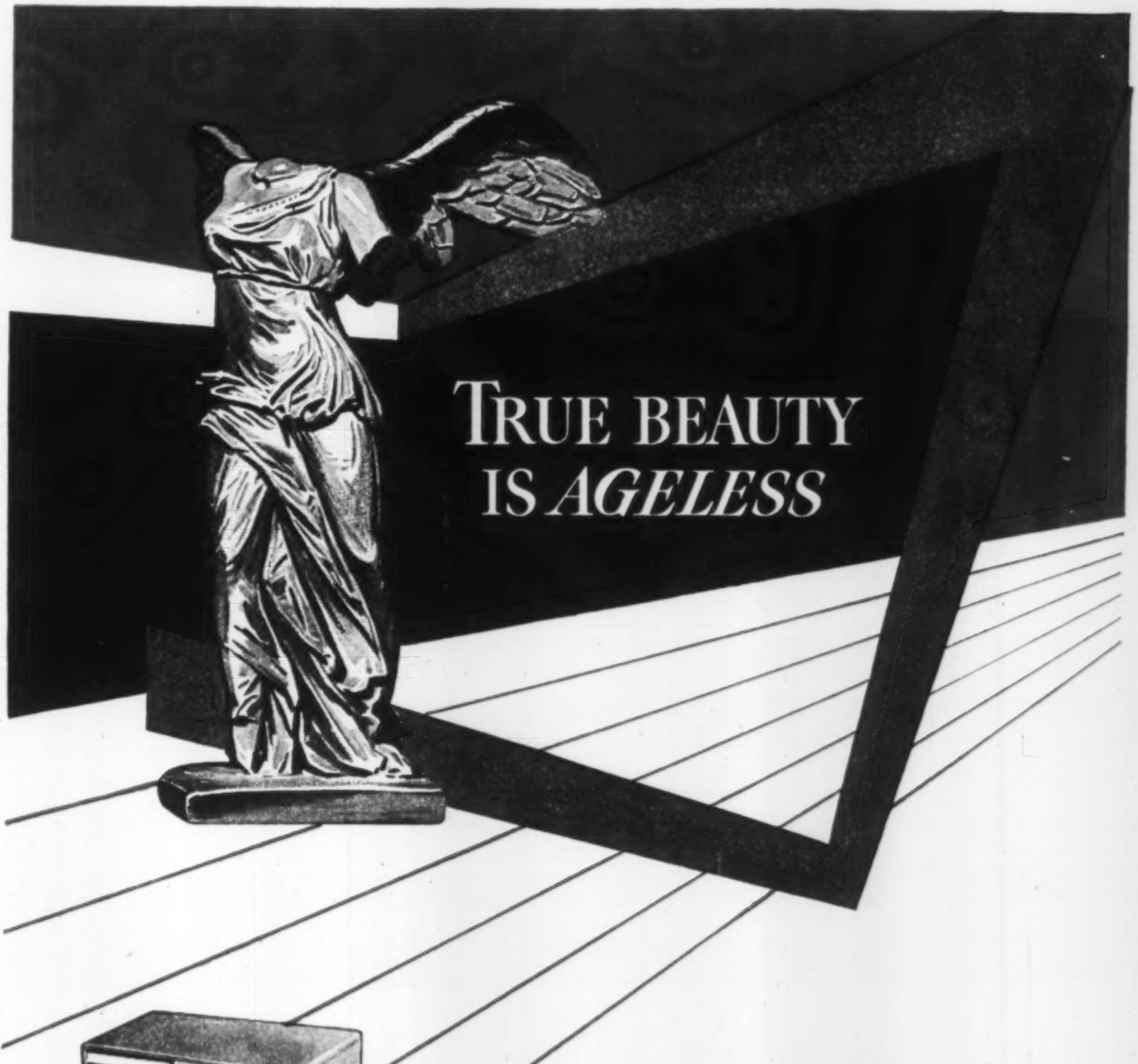
"I am sure that newspapers are not losing any sleep over lack o news or lack of reader interest i current events. The history o newspapers has been a long and continued growth despite postwar periods.

"I do heartily agree, however that some radio stations should rightfully worry over the future of their radio news, but these are the stations where managers have failed properly to recognize the importance of a professionally staffed news department. Untrained newsmen, whose only claim to membership in the fourth estate was a title conferred by the radio station manager, are definitely facing a critical situation. The day when the untrained man or the announcer ca tear off copy from a teletype machine ended with World War II.

"It is my honest prediction tha these radio station managers wh have failed to avail themselves o the services of trained newsmen will soon realize their mistakes. doubt seriously if any professionally trained newsman in a radi station is worrying about the future of his newscasts. He is trying to meet this situation; he has th skill to prepare a broadcast whic will be interesting or at least th ability to experiment with his new broadcast sufficiently to determin what his listeners like to hear i the area served by the radio station. Without doubt, radio statio news departments are going to present more regional and local new but this is not an innovation—tha is, if the department was efficient operating under skilled directio

(Continued on page 76)

HOLLISTER
CRYSTALS
QUARTZ OSCILLATORS SINCE 1927
HOLLISTER CRYSTAL CO.
Boulder, Colorado



● Symbolizing Winged Victory, Nike from Samothrace is a masterpiece of sculpture of 280 B.C., treasured throughout the ages by all peoples for sheer, simple, lasting beauty.

Pride of craftsmanship is represented by idealism in conception and execution of Detrola radio receivers, automatic record changers and other electronic instruments . . . all of unsurpassed beauty and value . . . developed especially for the world's outstanding merchants and their customers.

DETROLA RADIO DIVISION OF INTERNATIONAL DETROLA CORPORATION, DETROIT 9, MICHIGAN

Detrola Radio

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . . WBNX reaches

●

2,450,000 Jewish speaking persons
1,523,000 Italian speaking persons
1,235,000 German speaking persons
660,000 Polish speaking persons

●

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

News

(Continued from page 74)

before the war. When war captured the headlines, it merely meant we were forced to drop some of the local and regional news, or tell it with greater brevity in order to make room for the war news. This situation, I think, is going to be even more pronounced when radio stations realize the job they have to do for the area they are serving. There will be a great increase in local and regional coverage which will require trained newsmen and at the same time will give a new listener appeal to radio news broadcasts."

Mr. Driscoll said: During the war years we basically broadcast one story—the war. There were hundreds of other stories that never found their way into the quarter-hour news periods because there wasn't time for them. The war is over, but its end has brought about a world situation which will spark off news events every hour. Many of those news events are going to take place right in our home town, others in nearby communities, in Washington, throughout the country.

Greater care must be exercised in the selection of news as taken from wire service printers. The human interest item, the bright story, will come into its own. We must dig up our own stories in many instances. At this station we began this treatment right after Jap Surrender Day.

LOOKING OVER scores for future *Voice of Firestone* programs are Gladys Swarthout, operatic singer, Harvey S. Firestone Jr. (left), sponsor president, and Howard Barlow, orchestra director.

A mobile unit is now a necessity for a news conscious station. It must be equipped with the latest shortwave transmitters; recording equipment, both stationary and portable; remote facilities, everything that will enable the news division to bring in news from the field. A WOR mobile unit is priority item with the station and is expected to be in operation right after the first of the year.

Through the use of a mobile unit, features such as those which were built slowly into quarter-hour periods before the war, can now be fed right into regularly established news periods. Thus the audience will HEAR the news events of the community, news events for which it bought newspapers in the past. Such spot news and human interest pickups will serve to dramatize the news periods, will hold and increase the news listening habit.

Documentary news is something this station believes in and helped to pioneer. We exposed black markets, traffic violations and brought eyewitness accounts of ship sinkings off our coast.

On the other hand, international news is not going to be relegated to the scrap heap. We cannot afford to be so complacent, although such a tendency seems to be in the offing.

Esso Plaques

STANDARD OIL of New Jersey, New York (Esso), is awarding silver plaques in celebration of its 10th anniversary to 10 stations for "10 years of serving public by working together—1935-45". The plaques were signed "Your Esso Reporter". Stations thus honored are WBZ, WGY Schenectady, WJZ New York, KDKA Pittsburgh, WBAL Baltimore, WRVA Richmond, WBT Charlotte, WWNC Asheville, WPTF Raleigh, WTAR Norfolk. Agency is Marschalk & Pratt, New York.

WHEN THE BUBBLE BURST!

V-J Day Plus One meant the END of good business in many an "armament town". But Roanoke didn't change. Roanoke was busy with war work, but OUR big industries . . . railroading, steel production, rayon manufacture . . . face a secure postwar without re-tooling or reconversion.

LET US INTRODUCE YOU TO THE PEOPLE OF SOUTHWEST VIRGINIA WHOSE PROSPERITY HAS A FIRM FOUNDATION. One station—WDBJ—gives you a top coverage of Roanoke and Southwest Virginia. A class B quarter-hour, once, costs only $30; Write for further information, or call Free & Peters!

CBS • 5000 WATTS • 960 KC
Owned and Operated by the
TIMES-WORLD CORPORATION
FREE & PETERS, Inc., Natl. Representatives

WDBJ
ROANOKE VA.

The COMBINATION to GEORGIA

Only A Combination of Stations Can Cover Georgia's Three Major Markets

WGST 5000W* 920 Kc — **ATLANTA**

WMAZ 5000W 940 Kc — **MACON**

WTOC 5000W 1290 Kc — **SAVANNAH**

All CBS

AVAILABLE AT COMBINATION RATES

* 1000W AT NIGHT

NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

But the GEORGIA MAJOR MARKET TRIO, consisting of the three CBS stations in these three markets does the job

—AT ONE LOW COST

The GEORGIA MAJOR MARKET TRIO

Represented by THE KATZ AGENCY, Inc.

Here's the Performance You Need To Meet Keen Competition!

LINGO

VERTICAL TUBULAR STEEL RADIATORS

Available Now For Prompt Delivery

Yes, "Post-War" is HERE. Those plans for station improvement are now ready for action . . . and Lingo is ready to fulfill your antenna needs. Look to Lingo for greater efficiency and performance to meet tomorrow's keen competition. Lingo Radiators and supporting poles are available for AM, FM, Television and all UHF applications. If you are not ready for installation now, we will construct now and deliver when you *are* ready!

Please include in your inquiries the height required and approximate site, so that complete quotation can be made immediately, covering the radiator itself and its subsequent erection when so desired.

JOHN E. LINGO & SON, INC.
EST. 1897 **CAMDEN, NEW JERSEY**

Send for Your FREE COPY of New Brochure Contains illustrations, diagrams, charts, etc., plus detailed information on standard and special types of Lingo Radiators

LINGO VERTICAL TUBULAR STEEL RADIATORS

WEST COAST PICKS PROGRAMS FOR 25TH

PROGRAM entries from KNX Los Angeles and KIT Yakima, Wash., won West Coast contest for best broadcasts commemorating 25th anniversary of broadcasting. Staged under auspices of Packard-Bell Co., Los Angeles radio set and equipment manufacturer, competition was set up with assistance of Pacific Advertising Assn. Clubs. Programs from 39 stations were submitted.

Two sets of awards will be presented, competing stations being divided into those of 5,000 w and over, and those under 5,000 w. Silver placques are to be awarded KNX and KIT, with cash awards for winning writers and producers. Tom Hargis is KNX producer, with Everett Tomlinson, assistant program director of CBS Pacific Coast and KNX sharing writer credit with Beth Barnes. Vern Carny, head of continuity and radio sales director for KIT, and Edna Kimpel Waugh, continuity writer, will receive second set of prizes.

Star Parades

NBC WILL present two parades of NBC stars on Sunday, Oct. 7, 5 to 6 p. m., and Monday, Oct. 8, 10-11 p. m., or possibly 11:30 p. m. Originating from stars usual origination point, New York, Chicago and Hollywood, Sunday program will cancel the General Motors *Symphony of the Air* and Monday's program will cancel the Carnation contented program and Mars Candy's "Dr. I. Q." Sunday's show will feature stars and programs appearing regularly on NBC Monday, Tuesday and Wednesday nights and Monday's parade will star the rest of the week's top programs and artists. Sponsor identification will be used as each star or preview of program is aired.

FAME FOR MARILYN

WGL Singer Gets Lead in Broadway Musical

At Familiar Mike

BACK in home town, Marilyn Maxwell, MGM actress released for star role in "Nellie Bly," Broadway musical, appeared on WGL Fort Wayne where she formerly did freelance shows as singer and tap dancer. She was interviewed by Rosemary Stanger, WGL public service director, during the *Hollywood Reporter* program.

Miss Maxwell (Mrs. John Conti), co-stars with Victor Moore and William Gaxton in the show, which Eddie Cantor will direct. She will appear on the *Chesterfield Supper Club* and *Kraft Music Hall*, and do a personal appearance in Philadelphia at the Earle Theatre.

Tour Canada

CHINESE BROADCASTERS have visited Canadian Broadcasting Corp. offices and studios at Montreal and Toronto. They have been touring the U. S. and now are visiting Canadian stations to study Canadian system of government-owned and privately-owned stations. Visitors are T. Y. Chen, deputy director of the Chinese Central Broadcasting Adm.; S. T. Fan, chief engineer; T. Y. King, chief architect and acoustics expert, and H. K. Hsu, program director.

UNIVERSAL RESEARCH LABORATORIES
Radio Engineering Consultants

ANNOUNCE THE OPENING OF THEIR OFFICES

NOVEMBER 1, 1945

UNDER THE DIRECTION OF

ROYAL V. HOWARD

DOUGLAS 5380 1 NOB HILL CIRCLE SAN FRANCISCO

Fetzer

(*Continued from page 10*)

ever given another opportunity. ly occupation and a rebirth in e principles of democratic edu- tion will change the format.

Concerning the Russians, I ined a definite impression that mericans are no exception in the born pattern of Russian distrust. the other hand, there seemed to a dim hope ahead that Russians e becoming curiously interested American integrity.

What does all this have to do ith radio in Europe? In my mind, illustrates the need for a definite merican message by radio for Eu- pean consumption. America needs werful radio voices inside Eu- pe to tell again and again the ry of freedom. We need to ex- ain to Europeans that in the ag- egate Americans are English, rench, Italian, German, Russian d almost every other nationality the face of the earth.

Common Heritage

We need to tell Europeans that r forefathers sprang from a mmon heritage and that it was ese same forefathers who left e shores of their homelands to me to America in order that they ight breathe the breath of life. at they came to these shores fulfill a dream . . . that man uld one day speak the thoughts his own choosing, or could stroll rough the streets at night, un- raid, or could speak to his own od, in his own church, without ear and trembling. That great rength, a youthful heart, vast terprise and hard work created new-found freedom. And from at freedom sprang the demo- atic institutions of America and us the greatest free people on rth.

American radio voices in Europe ed to reiterate that story day d night, expressing the hope that uropeans, too, may erect and ild democratic institutions. They ed to be told that they may build ee governments, which will be stained by a free press and a ee radio. Our American radio ices in Europe need to tell the ory of a free radio with all due phasis on the fact that there nnot be a free press without a ee radio.

We need to so strongly inculcate that story in European minds that, of their own volition, they will erect a system of a free radio and a system of a free press. By following these fundamental lessons, the propaganda pressure from other European radio voices will fall of its own weight. Freedom will spread, America will win the peace and Europe will win a new hope which will resound forever to the glory of the United States.

The continued use of shortwave stations here at home will not do the whole job. Something more must be done. I, for one, heartily endorse our government's effort to secure time on Radio Luxembourg and Radio Monte Carlo—these two voices will go a long way toward the completion of the American scene in Europe.

TWO BROADCASTERS SET UP LAB FOR NAVY

Mr. Towner

Mr. Townsend

SPECIAL devices laboratory was set up by two broadcasters as their last official act before leaving the Naval Airship Training & Experimental Command at Lakehurst, N. J., under command of Rear Adm. C. E. Rosendahl. The broadcasters were Orrin W. Towner, now back at WHAS Louisville, and Comdr. S. W. Townsend, owner of WKST New Castle, Pa., and president-treasurer of WARC Rochester, N. Y.

Mr. Towner was associate director of Airborne Instruments Lab. of Columbia U. Division of War Research, in charge of transfer of personnel, supplies and fixtures to the new laboratory. At WHAS he is technical director, on leave since Pearl Harbor. Comdr. Townsend was communications officer of the Command [BROADCASTING, July 23].

KXOK
ST. LOUIS 630 KC.
5000 Watts Full Time
American Broadcasting Co.
Represented by John BLAIR & CO.

THERE'S ONLY
1
STATUE OF LIBERTY
but
WHN REACHES 2 NEW YORKS!
(The population of WHN's primary coverage area is 15,398,401, more than TWICE the number of people in New York City proper.)
WHN
Dial 1050 50,000 watts
Metro-Goldwyn-Mayer—Loew's Affiliate

CORRECT WEIGHT
LEO GAREL

"That reminds me, dear—WJW is expanding"

WJW and the Cleveland market offer plenty of opportunity for expansion

Here, in the 7th largest... 5th richest... 3rd most densely populated area in the United States is an audience that spends more than a billion dollars annually. Here WJW... across the board, Monday thru Friday, delivers more morning dialers per dollar in Cleveland... up to 20% more than any other station.

BASIC
ABC Network
CLEVELAND, O.
WJW
850 KC
5000 Watts
DAY AND NIGHT
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Boosters

(Continued from page 16)

of the equipment employed for the interconnecting circuit as well as the economic factors. Now the worst of these difficulties are said to be eliminated by the new engineering developments.

According to Mr. Frazier many local stations now having night service areas less than line-of-sight from the transmitter tower can have greatly improved coverage. In some cases this might equal or even exceed the interference-free coverage of some regional stations if more than one satellite were used. Regional stations would enjoy corresponding increase in interference-free service areas.

Nine channels in the ultra-high frequency band would be adequate for this service, according to Mr. Frazier. He described the engineering aspects of the operation thus:

"A very small portion of the antenna carried current from the controlling transmitters would be used for the double side band amplitude modulation of the high-frequency transmitter. The audio program would be present as secondary modulation. At the unattended satellite a high-frequency receiver would eliminate the high-frequency component and the resultant broadcast frequency carrier would be amplified in order to drive the antenna of the satellite. It is proposed to use highly directive antenna with both the transmitter and the receiver."

Mr. Frazier said the RMA subcommittee was drawing up separate standards for each of the five components—satellite control transmitter, satellite control transmitting antenna, satellite control receiving antenna, satellite control receiver and AM satellite transmitter. Of these five, the first four are similar to common carrier relays.

Location of satellite transmitters will involve careful engineering practice, he said, and amount of power radiated should be controlled to place resultant mush areas where there are few listeners.

Few standard broadcast stations, except those on clear channels, do not have areas where the signal to noise area could not be improved, or interference conditions alleviated, said Mr. Frazier. This would bring a corresponding increase in the public service rendered by these stations.

Parr is Ill

GRANT PARR, NBC correspondent in Rome, has been stricken with tuberculosis and is in an Army hospital at Naples. He has been overseas five years and was about to return to the States.

MBS Co-Op Series Have 612 Sponsors

Programs Net $2,900,000 Pe Year, Hauser Data Show

MUTUAL, which began experimenting with cooperative programs produced and broadcast by the network but sponsored by various advertisers on individual affiliated stations, as far back as 1937, today has 13 co-op programs on the air, sponsored by 612 local, regional and national advertisers. They spend some $2,900,000 annually for the time and talent on 276 mutual stations, according to a report made last week by B. J. Hauser, director of the network's cooperative department.

Of the 13 programs, 10 are quarter-hour, Monday-through-Friday broadcasts; one is a quarter-hour thrice-weekly; one is a Sunday afternoon quarter-hour and one a Monday night half-hour show. Seven of the 13 are news commentators and analysts; the others include woman's program, Hollywood program, juvenile show, sports commentary, novelty program and mystery thriller.

Analyzing the operations of his department, Mr. Hauser itemized seven major factors: 1. the basic aim is for programs that will appeal to listeners, will do a selling, advertising and merchandising job for sponsors, and are priced fairly.

Merchandising Aids

2. Programs are supplemented with hard-hitting, practical merchandising helps for stations and sponsors. Some weeks ago the network sent its stations a list of more than 100 ideas for use by local sponsors. As much information as the network can get on local merchandising of advertisers is passed along to its stations for the benefit of other sponsors. The co-op department also works out special merchandising plans for its programs.

3. Organized audience promotion material is prepared and supplied to stations for their use and for sponsors.

4. Stations are sent printed and mimeographed promotion material written from the local point of view to help them sell co-op programs to their local advertisers.

5. Co-op department keeps national and regional advertisers and advertising agencies and also the station representatives of all Mutual stations informed of available co-op programs.

6. The department does much individualized work with stations, including producing hundreds of letters a month on specific prospects for particular co-op shows, thank you letters to advertisers from the ent, merchandising letters to customers of local sponsors, etc.

7. Specific sales information exchanged among stations to help them make more sales and more renewals. A house organ, *The Mutual Co-op,* fulfills this functi

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing

KTHS . . . . . Hot Springs, Ark.
KFMB . . . . San Diego, Calif.
KWKH . . . . . Shreveport, La.
WCPO . . . . . Cincinnati, Ohio
WTJS . . . . Jackson, Tenn.
WNOX . . . . Knoxville, Tenn.
WMC . . . . . . Memphis, Tenn.
KTBC . . . . . . Austin, Texas
KRIC . . . . . Beaumont, Texas
KWBU . . . Corpus Christi, Texas
KRLD . . . . Dallas, Texas
WCHS . . . Charleston, W. Va.
WBLK . . . . Clarksburg, W. Va.
WSAZ . . . Huntington, W. Va.
WPAR . . . Parkersburg, W. Va.

Asch

(*Continued from page 18*)

audience and steadier business flow.

Hopefully, we await the imminent flow of FM sets, a larger audience and a boost in rate.

A paramount problem in 1941, as it is today, was the building of a listener load—FM radio homes.

Radio set wholesalers and retailers were approached with a cooperative plan. Demonstration programs were broadcast for specific dealer meetings.

Dealers were sold a package by our staff: We designed and produced a 14-piece silk-screen window display unit; installed a dipole on the dealer's roof free for demonstration purposes; conducted a retail FM salesman's institute and gave the dealers trained salesmen; arranged for local theater display and drawing for sets with coupons obtainable at dealers stores to promote store traffic; printed point-of sale leaflets; ran full page cooperative ads in local newspapers; trained FM service men for dealers, all this for a slight commission on each set from the wholesaler to help defray our cost. This very worth-while operation cost us about $3,000.

Audience Promotion

With a truck load of noise making props, talks on FM were delivered before Rotary, Kiwanis, and other service clubs, PTA groups, schools and other group exposures in the entire service area.

Names and addresses of FM set purchasers were obtained from dealers, a flow of mail was encouraged by the offer of "Pioneer Listening Certificates". A direct-mail campaign of friendly letters welcomed these new listeners.

Newspaper relations, locally, are cordial. WBCA programs are fully listed and both paid display and reader space is used judiciously on an average of three times weekly.

New progressive plans are now in the works. For instance, the "If you buy a new radio without FM—you'll obviously have an obsolete radio," newspaper campaign, now underway.

WBCA has been a consistent leader in civic affairs, war bond drives, blood donor campaigns, and all war activities.

Sixty-eight civic, educational and religious local remote programs were produced last year, plus 520 civic, educational and religious local live studio shows.

We are proud of the many WBCA citations for public service.

Personnel

With 24 of our staff in the armed forces, the replacement and training problem was a bit of a headache.

After some experience with AM experienced personnel, it was our decision to carefully select young talented "hams" for engineers and inexperienced but promising youngsters for the program department. Careful training with enthusiastic response has built a sparkling series of programs and talent. Every AM station in our immediate service area has drawn at least one of our "graduates," so the system must be good.

Conclusions

The management of an FM station with an AM affiliation is neither expensive nor difficult.

The management of an independent FM station will require careful planning and promotion for at least two to three more years. AM commercial competition will be keen and bitter in small communities, for instance: A local AM station in Schenectady bought newspaper space to advertise "This is *not* an FM station, and can be heard on any set."

Away from the metropolitan centers like New York, and Chicago, FM will rapidly take over and the transition period can readily be in less than two years.

The public, always receptive to better equipment and service, will force the demand for FM sets when FM service becomes available.

Four years of fulltime operation under the most adverse conditions without dipping prohibitively into the red—argues well for FM operation in normal times with sets available.

With the establishment of FM, I believe that the multiplexing of facsimile will become a better commercial combination than television for at least 10 years in smaller communities.

Among the things to come, with apologies to Drew Pearson, will be a coast-to-coast FM network built by a group of enterprising newcomers with successful business backgrounds.

FM today has too many solicitous "relatives," so publicly concerned with its growth that protective blankets are continually being applied against every theoretical chill or draft. The lusty infant may well be smothered under the pile,—but I don't think so. FM has learned to walk and will soon be running.

Next week: Fred Joyner, program director, WTNT Pittsburgh, discusses Programming and Production on FM stations.

Set Prediction

DR. O. H. CALDWELL, editor and electrical engineer and chairman of civilian radio committee of American Standards Assn. who spoke on "Home Receiving Sets" during intermission of CBS Symphony broadcast Sept. 30, pointed out that home receiving sets should be manufactured at nearly pre-war rate by Christmas, and radios will have improved sensitivity and selectivity, plus many new automatic devices.

Pulse Rates Winchell Tops for P.M.; Two Serials Tie for First Daytime

WALTER WINCHELL is the top evening show and *Bachelor's Children* and *Life Can Be Beautiful* are top daytime shows according to a New York listeners rating compiled by The Pulse, Inc., for September. Ten highest ranking shows for New York audiences were listed for both evening and daytime by quarter-hour ratings.

Report shows that Winchell's rating was 16.0, and *Bachelor's Children* and *Life Can Be Beautiful* were each 5.9. Other top evening shows and their ratings were: *Lux Radio Theater*, 13.7; *Aldrich Family*, 12.7; *Gabriel Heatter*, 12.3; *Mr. District Attorney*, and *Your Hit Parade*, 12.0; *Charlie McCarthy*, 11.7; *Dr. Christian*, 11.0; *Suspense* and *Counterspy*, 10.7.

Other day shows and their ratings were: *Kate Smith Speaks* and *Stella Dallas*, 5.8; *When A Girl Marries*, 5.5; *Breakfast Club*, 5.4; *Aunt Jenny's Stories*, *Big Sister*, *Helen Trent* and *Young Widder Brown*, all 5.3.

* * *

'When Girl Marries' Leads

For the eighth time in 1945 *When a Girl Marries* heads the top 10 weekday programs, according to the September Daytime Report of C. E. Hooper Inc. Average daytime sets-in-use was 15.0, a decrease of 8.4 under August and 0.2 more than a year ago. Average rating is 4.1, which is 1.6 less than August and 0.2 under September 1944. Average daytime available audience stands at 71.0, an increase of 3.0 over August and 0.4 above September a year ago.

Highest sponsor identification was *Hymns of All Churches*, with an index of 71.1. Tied for highest number of women listeners per listening set (1.36) are *Breakfast in Hollywood* (sponsored by Kellogg); *Grand Central Station* and *Portia Faces Life*. John W. Vandercook had largest number of men listeners per listening set, 0.64. Leading children listeners (1.25) was *Terry and the Pirates*.

Top 10 weekday programs, in order, are: When a Girl Marries, Portia Faces Life, Ma Perkins (CBS), Breakfast in Hollywood (Kellogg), Young Widder Brown, Pepper Young's Family, Stella Dallas, Just Plain Bill, Life Can Be Beautiful, Backstage Wife, Our Gal Sunday, Today's Children.

* * *

CAB Expands

Cooperative Analysis of Broadcasting, Inc., New York, has doubled its headquarters space at 11 W. 42nd St. Present headquarters, established less than a year ago, became inadequate when CAB embarked on its extended expansion program last spring, according to A. W. Lehman, president.

Foxx on WNAC

JIMMY FOXX, veteran major league star, who just closed the season with the Philadelphia Phillies of the National League, has retired from baseball and on Sunday (Sept. 30) was to begin a weekly sports commentary, *Yours for Life*, on WNAC Boston on behalf of Life Bread, product of Hathaway Bakeries Inc., Cambridge, Mass. Mr. Foxx has joined the baking firm as general sales promoter and will do his weekly commentary 1:45-2 p.m. Sundays. Account was placed by James A. Silin Co., Boston.

Women Directors Meet

ASSN. of Women Directors of NAB District 2 held a conference in Albany last Saturday with Hazel Cowles, WHAM Rochester, as chairman. National Officers Alma Kitchell and Dorothy Lewis addressed conference. In afternoon group met with representatives of the CED and farm and home safety division of state.

Assignment of KRBA To Yates Is Approved

ASSIGNMENT of KRBA Lufkin, Tex. to Darrell E. Yates, station manager, was granted last Tuesday by FCC. At the time application for assignment was filed in October 1942, Mr. Yates was to pay "$10, and other good and valuable considerations" to the three partners, Ben T. Wilson, automobile dealer; R. A. Corbett, oil distributor; and Thomas W. Baker, engineer and banker. Company is known as Red Lands Broadcasting Assn.

In the same action, the Commission granted renewal of the station's license. KRBA has been on the air since June 1938. Mr. Yates has been station manager since that time.

NBC Adds Studios

NBC's West Coast Radio City in Hollywood will be enlarged by a new wing containing two audience studios. New building will be started in about three weeks, with finished job expected to be completed in four to six months. Building will cost about $630,000 and will bring to six the number of audience studios at NBC Hollywood.

Gerald G. White

GERALD G. WHITE, 53, with WGBI Scranton, Pa., since March 1928, died Sept. 18, in Veterans' Hospital, Bath, N. Y. With the exception of five years, he had been employed continuously by WGBI and served in the announcing, sales and promotion departments. He was a veteran of World War I, and the WGBI 10-year club. Surviving are his wife, the former Florence Gavin, and four children.

NORTH CAROLINA IS THE SOUTH'S No. 1 STATE

Department of Commerce statistics prove North Carolina *leads the South* in salaries and wages. In 1942 nearly 430 million dollars was paid out for services here. That sum nearly *doubles* the average for the nine other Southern states, and leads the second-ranking Southern state by more than $92,000,000. North Carolina has the *cash* with which to buy what it wants!

and WPTF at RALEIGH IS NORTH CAROLINA'S No. 1 SALESMAN!

With 50,000 Watts, at 680 k.c.—and NBC—Station WPTF at Raleigh is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just call Free & Peters!

50,000 WATTS — NBC

RALEIGH, N. C.

Free & Peters, Inc., National Representatives

Durr

(*Continued from page 18*)

carry commercial programs over their FM stations as well as their standard broadcasting stations without additional charge to the advertiser. The newcomer with only one station and with an audience limited by the number of FM sets in the hands of the public will be at a tremendous competitive disadvantage."

Improbability of much program enlargement in the commercial FM field makes the development of educational FM broadcasting more necessary than ever, Mr. Durr told Conference on FM Education at Austin, Tex., last Thursday. He emphasized, however, that such development in no way lessens the responsibility of the commercial stations to provide educational programs.

Mr. Durr suggested that it would be wise for educators to establish stations early, warning that the history of AM may be repeated if channels reserved for educational broadcasting are lying idle when the commercial frequencies have been absorbed. He added that it would be psychologically advantageous for educational stations to be available when FM receivers come into use.

Local Self-Expression

The ultimate success of FM educational stations, the Commissioner advised the Conference, will depend as much on their use for local self-expression as for in-school listening. By means of FM, he pointed out, the cultural, intellectual and recreational needs of all the children and adults of the community can be served. Local talent can be tapped and new radio techniques may be explored.

By linking educational FM stations into a network the best talent of the state can be brought to each community, he said, and by the use of transcriptions the best programs can be interchanged among stations.

Mr. Durr estimated that a nationwide FM educational system would cost less than $50,000,000 and would add only about one-third of 1% to the national investment in the physical equipment of our schools and colleges. Based on estimates for a statewide network in New York an expenditure of 1% of the annual cost of $3,000,000,000 for operating the nation's schools would provide educational broadcasting 16 hours a day throughout the country, he added.

WATT On the Air

MIDWESTERN Broadcasting Co. has announced the opening of WATT Cadillac, Mich., sister station of WTCM Traverse City, Mich. WATT operates on 1240 kc, 250 w. Studio and transmitter are housed in combination building with design and construction supervision handled by Les Biederman, general manager.

Mueller Expanding Its News Schedule

C. F. MUELLER Co., Jersey City (macaroni products), last week added four new cities to its newscast schedule, bringing company's total number of news periods to 76 a week.

New programs were added on CKLW Detroit, WTOP Washington, WHEC Rochester, and WAGE Syracuse.

Mueller campaign now comprises a staff of 17 radio reporters and commentators heard from three to six times a week in five, ten, and 15-minute programs from stations in 22 major cities covering Mueller markets east of the Mississippi.

Included among Mueller newscasters are Frazier Hunt, H. R. Baukhage, Morgan Beatty, Arthur Godfrey, Charles Hobart, Tom O'Connor, Fred Jeske, Don Goddard, Alun Williams, Wayne Mack, Larry Colton, Charles Early, Marvin Behrens, Harry Moreland, Robert Otto, and Lowell McMillan.

Stations are: WKRC CKLW WGR WTOP WNBF WBAL WHEC WAGE WEAF WTRY WARM KYW WGAR WRNL WDRC KDKA WBZ - WBZA WFCI WAYS WSB WGH.

Mueller Co. has sponsored news programs on 11 of the stations for as long as a year and a half to three years without interruption, and as conditions return to normal, the schedule of stations may be expanded, assuming that news interest remains at its prewar level. Duane Jones Co., New York, is agency.

LEVER TO TELEVISE NEW WCBW SERIES

LEVER BROS. Co., Cambridge, which for two years has broadcast weekly video programs on WABD, DuMont television station in New York, has contracted for half-hour telecasts on WCBW, CBS station in that city, during the fall, when WABD is off the air while moving to its new channel [BROADCASTING, Sept. 24].

On Oct. 9 Lever Bros. will present a video version of its daytime serial, *Big Sister*. On Oct. 30 it will put on a sports program. Sometime in November another daytime serial, *Aunt Jenny's Real Life Stories*, will be televised, and in December the series will conclude with a special Christmas program. Series, to be televised Tuesday 8:15-8:45 p.m., will be handled by Ruthrauff & Ryan, New York, and will advertise Rinso, Lifebuoy and Spry.

Luckman Comment

SID LUCKMAN, former Columbia University star, now of Chicago Bears, joins Bert Wilson, sports announcer, in series of football commentaries, heard over WMAQ Chicago, Thursday and Saturday. Program is sponsored by Atlas Prager Beer, Chicago.

Strike Fails to Silence N. Y. Outlets

Shows Must Go On, So Offices Are Reached The Hard Way

REGULAR schedules at WOR, Mutual, WNEW, WHN, WEAF-FM and WNBT, all of New York, were maintained despite the strike of New York City's Building Service Employes International Union (Local 32 B and 164).

Walkout affected a large part of midtown New York, where the station offices and studios are located. Rockefeller Center, housing NBC and American, was not affected because it has a separate contract with the union. CBS elevator service was not disturbed because non-union operators are employed by the building.

Even a Client Climbs

Many offices of advertising agencies and station representatives, however, were affected.

At J. M. Mathes Adv. Agency, J. M. Mathes, president; Herold Heuston, account executive; Carl H. Henrickson, director of research, and Charles Schenker, research assistant, climbed 44 flights. On Tuesday executives were amazed to discover that a client, John D. Hal- aren, advertising manager of Burlington Mills, New York, had climbed the 44 flights.

Standard Oil Co. of New Jersey, New York, provided office space at 26 Broadway for executives of its agency, Marschalk & Pratt.

On Monday night Andrew Hammerschmidt, NBC television engineer, replaced Joseph J. Lombardi at NBC's transmitter, Empire State Bldg. and on Wednesday Thomas J. Buzalski, who had been stationed on the 85th floor for 55 hours, developed a sore right arm. Hammerschmidt sprained his ankle, and both men had to be replaced. Their substitutes, elevatored up to the 85th floor by special dispensation of the union, were William J. Kelly and Paul Anderson.

WNEW employes walked 14 flights and the WHN staff 17 to work until late Monday afternoon, when the union granted the use of one elevator to each station as a "public service".

Wrong Address

Special elevator which was assigned to WNEW Monday was discontinued on Tuesday. As a result two shows were aired from transcription studios rented especially by WNEW. All other broadcasts originated from the regular WNEW studios on the 14th floor at 501 Madison Ave. Louis Biancolli, New York *World-Telegram* music critic and conductor of *History of the Metropolitan* on WNEW, described his "historic ascent of Mount WNEW" on the station's *Music Hall* program after a 14-floor climb on a business appointment.

Union agreed to provide an elevator in the WOR-Mutual building but building operators decided it discriminated against other tenants and withheld the service. Station used its theaters—WOR-Mutual Guild and Longacre—for origination of broadcasts.

Norman Livingston, WOR program director, and Charlie Oppenheim, public relations director, set up offices at the Guild Theater (which WOR has on a five-year lease). Station utilized its outlets on the Astor Roof, Village Barn and the apartment of Dorothy and Dick Kollmar.

Marjorie Sable, newest member of the WOR publicity department, started her first day's work last Monday by climbing 24 flights at 1450 Broadway—instead of 1440 Broadway, the correct address.

Julius Seebach, WOR board member and former program director, came all the way from Georgia to attend the WOR board meeting which was to have been held last Monday, but was postponed because of the strike.

Eugene Thomas, WOR sales manager; Tiny Ruffner, assistant program director; Henry Gladstone, newscaster; Dan McCullough, announcer and Paul Killiam, of WOR's special feature division, were among those who made the 24-flight climb. Mr. Killiam arrived on the 24th floor only to be assigned to the 13th floor staircase to interview persons as they walked to their respective offices.

Nets Sign NABET Contract; Platter-Turner Dispute Ends

COVERING jurisdiction over platter-turners, a contract granting substantial wage increases and approximately $1,250,000 in retroactive pay was signed Friday by the NBC and American networks and NABET. A contract between the engineers and WOR New York is likely to be signed by end of this week.

Reprisals Threatened

Negotiations culminating in the agreement had resumed Sept. 14 under J. R. Mandelabaum, U. S. labor conciliator, following a 25½ hour strike of the engineers which disrupted operations of both networks [BROADCASTING, Sept. 17]. The nets had charged that unwillingness of the union to abandon an "ultimatum position" on wage demands apparently precipitated the strike while NABET had charged the nets with "stalling again" for fear of Petrillo reprisals if a contract were signed.

The AFM president had last December threatened the nets with "wildcat" strikes of musicians if platter turner jurisdiction were given to NABET. The Second Circuit Court of Appeals has since upheld an order of the NLRB requiring the nets to recognize NABET as the bargaining agent for platter turning.

A statement issued by A. T. Powley, NABET president, declared: "NABET now has a contract that is the most satisfactory since the union first bargained with the companies, and by far the best contract in the radio broadcasting industry. I believe that the companies now realize that the engineer is a vital part of the broadcasting industry, something we have suggested to them for years. NABET has established a wage increase for all other unions to follow and fight for."

The new contract provides for wage increases from 25% to 47%, time and one-half for overtime, abolition of the wage differential between the larger and smaller cities where managed and owned stations are located, six-year guaranteed length of service pay scale, 10% premium pay for night work, and improved working conditions. Wage increases are retroactive to Aug. 26, 1944.

The WOR contract calls for increases of approximately 30%. Engineers at this station, it was explained, have received more increases since 1941 than the employes at NBC and American.

PALMER ORGANIZES PEACE FOUNDATION

C. E. PALMER, president and part owner of KCMC Texarkana, Ark.-Tex., and newspaper publisher, has announced that he is making $100,000 available for the establishment of the Palmer Foundation, which will endeavor to promote an "attitude of fairness and unselfishness in personal and public affairs."

Mr. Palmer explained that the work will be carried out by the public schools.

Trimount on MBS

TRIMOUNT CLOTHING CO., New York (Clipper Craft clothes), Oct. 13 starts Tommy Harmon, all-American Michigan U. football star recently discharged from AAF, in a series of sports broadcasts on 56 Mutual stations, Sat. 7.45-8 p. m., originating from various points throughout the country. Script will be written and directed by Vic Knight, also recently released from the Army. Agency is Emil Mogul Co., New York.

Kastor Agency Is Reorganized

ORGANIZATION of a new advertising agency has been announced by H. W. Kastor & Sons, Chicago, New York, St. Louis & Hollywood, to be known as Kastor, Farrell, Chesley & Clifford, with headquarters in New York and radio production offices in Hollywood.

H. Kastor Kahn, president of H. W. Kastor & Sons, is president of the new agency. Other officers are: executive vice president, Willoughby S. Chesley Jr., for 10 years account executive of Young & Rubicam, New York; vice president and secretary, William R. Farrell, previously vice-president and research director of Benton & Bowles, New York; vice president and treasurer, John M. Van Horson, previously manager of merchandising department for 10 years, Young & Rubicam; vice president, Charles E. J. Clifford; vice president and a copy director of Benton & Bowles.

Offices Maintained

James Wright, vice president in charge of radio at Kastor's Hollywood office, will serve in the same capacity with the new agency. George Duram, account executive, and Todd Franklin, director of research, recently moved from the Chicago office to New York and will continue in that capacity for the new firm.

New agency will handle the Procter & Gamble, Cincinnati (Drene Shampoo) account. H. W. Kastor & Sons Adv. Co. will continue to operate its Chicago and St. Louis offices and will maintain all its other P & G business.

MID-PROGRAM PLUGS ARE OPPOSED FOR TV

COMMERCIALS in television should be placed at the beginning and end of program and not allowed to interrupt the action by being placed in the middle of a dramatic program, Edward Sobol, NBC video producer, said Wednesday in a talk on television production at a luncheon meeting of American Television Society in New York.

Fewer Jobs Shown

EMPLOYMENT in the radio manufacturing industry as of Sept. 1 was down about 40%, according to a WPB sampling of the industry following end of the war. Cuts were attributed to military cutbacks but were not as heavy as the industry had anticipated. In component factories 38% had been laid off by Sept. 1, with 42% in plants making end equipment. These figures indicate an employment of 275,000 that day, twice the prewar employment.

HOURLY newscasts on "Gloom Dodgers", morning variety program on WHN New York, are being cut from 15 minutes to five minutes effective Oct. 1.

FMBI

(Continued from page 20)

FM that FMBI believes are necessary, FMBI probably will assume an inactive status. If NAB rejects the proposal, then FMBI undoubtedly will increase its present activities, with a concurrent increase in the rivalry between the two organizations.

Committee will report back to the FMBI board at its next meeting, called for Oct. 20 at the Ambassador East, Chicago, at which time FMBI's future policy will be determined. As one board member expressed it, "What we do will be determined by the NAB attitude. It's up to them whether they want to represent all broadcasters or whether we have to continue the battle ourselves."

Walter Damm, WTMJ Milwaukee, FMBI president, presided at the meeting. Attending were: John Shepard 3d, Yankee Network; Clarence Leich, WMLL Evansville; C. M. Jansky Jr., Jansky & Bailey, Washington; W. R. David, WRGB Schenectady; G. W. Lang, WGN Chicago; Arthur Church, KMBC Kansas City; Lee Wailes, Westinghouse Radio Stations; Ray Manson, WHAM Rochester; Prof. E. H. Armstrong, WFMN Alpine; Philip G. Loucks, general counsel; Myles Loucks, managing director, FMBI.

WMAJ State College, Pa. Goes on the Air Nov. 1

WMAJ State College, Pa., 250 w on 1450 kc, owned by Centre Broadcasters Inc., will start broadcasting activities on or about Nov. 1 President of Centre Broadcasters is Richard J. Kennard, State College businessman. Associated with him are H. Melvin Himes and W. K. Ulerich also of State College. Robert G. Walker, program director in direct charge of the station, was formerly with KYW Philadelphia and other stations.

Morgan on Kraft Show Pinch Hits for Crosby

WITH UNCERTAINTY as to Bing Crosby's return to NBC *Kraft Music Hall*, sponsored by Kraft Cheese Co., Frank Morgan, comedian, has been signed for six consecutive weekly guest spots when program shifts from New York to Hollywood on Oct. 4, Thursday, 9-9:30 p.m. (EST). John Scott Trotter, musical director, and Charioteers, vocal group, along with Ken Carpenter, announcer, continue.

Crosby is not expected to return to his weekly program until around the first of next year, providing all contract differences between himself and sponsor are ironed out. On completion of his current Paramount film, "Blue Skies", he is reported as entering a hospital for a kidney ailment treatment.

WIND USE OF TOWER HINGES ON LAWSUIT

WHETHER or not WIND Chicago is able to take over top floor of Lincoln Tower (formerly Mather Tower) for use as FM and television center depends on outcome of pending court litigation, with lessor attempting to break contract, Ralph Atlass, general manager of WIND, said today.

Atlass had option on top floor of Carbon & Carbide Building, as owner of WJJD, but took over option on Mather Tower for WIND when Marshall Field bought out WJJD July 24, 1944.

Atlass said he felt confident he would be able to retain lease on tower after "usual amount" of negotiation.

Elizabeth E. Marshall, former program director for the Radio Council of the Chicago Public Schools, has been advanced to television director for that group. She will supervise three new television shows a week which will be aired into schools via WBKB Chicago.

STATIONS AWARDED PRIZES IN CONTEST

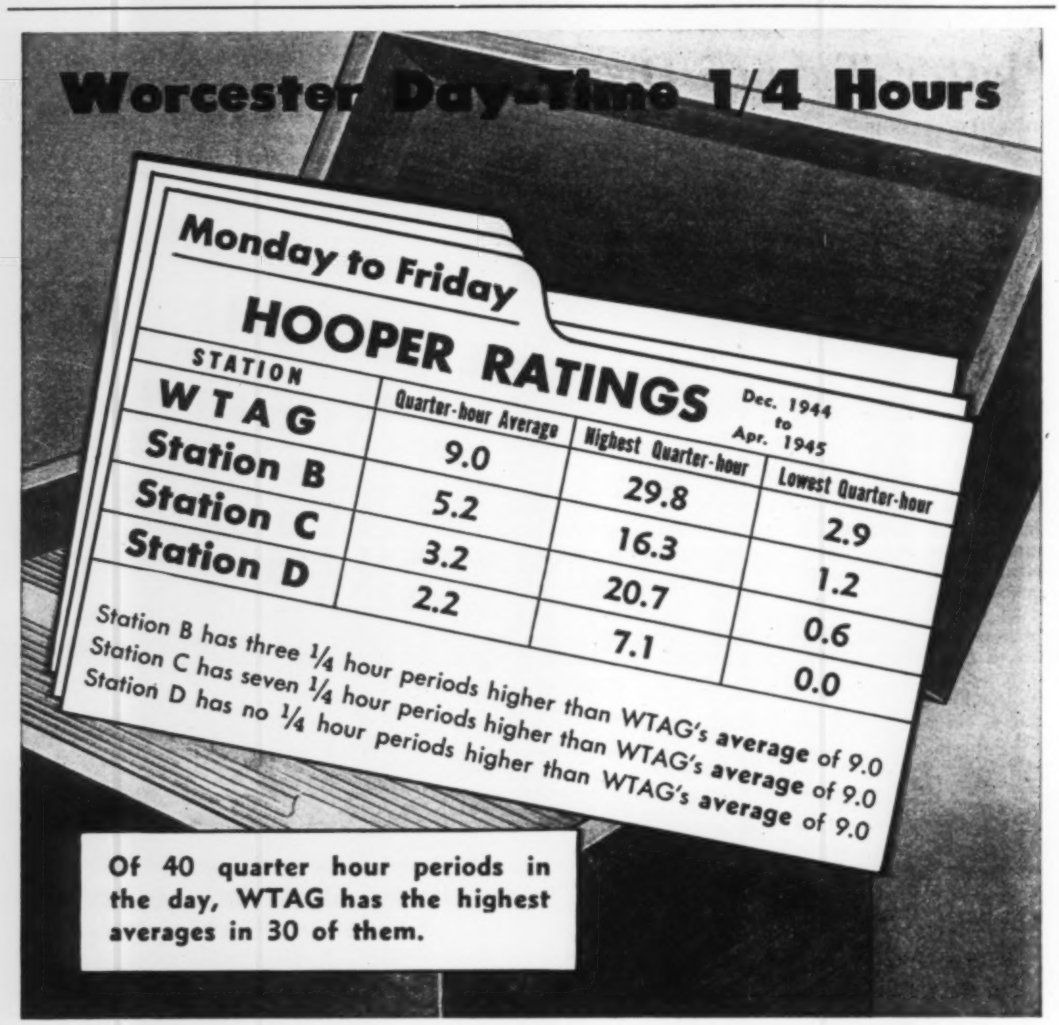
STATIONS WTIC Hartford, WKY Oklahoma City and WOSU Columbus, O., have been selected by the National Safety Council, Chicago, for Distinguished Service to Safety awards, as winners of the first National Farm Safety radio contest, conducted July 2 28, 1945.

Judges were Keith Himbaugh, director of information, U. S. Department of Agriculture, John J. Lacey, director of information, American Farm Bureau, and Maynard H. Coe, director of the farm division of the National Safety Council. Records were submitted by competing stations in three groups —50,000 w, stations of less than 50,000 w, and regional network broadcasts. WTIC won in the 50,000 w class, WKY in the less than 50,000 w, and WOSU as the key station in a regional network conducting farm safety broadcasts.

'VIDEO INSTITUTE' TO HOLD N. Y. MEET

"TELEVISION Institute", sponsored by *Televiser* Magazine is to be held at the Hotel Commodore, New York, Oct. 15-16. First morning session on programming has Richard Hubbell as chairman, with Paul Alley, Paul Mowrey, Hel Rhodes, Dr. Donald Horton speakers. Dr. Alfred N. Goldsmith is chairman of the operations panel; Dr. Goldsmith, James McLean, Phil Fuhrmann, Dr. Pet Goldmark, William McGrat speakers.

Guest speakers at the luncheon will be James Lawrence Fly, Norman Corwin, Dr. E. W. Engstrom, Irwin Shane, William J. Haley (director general of the BBC, speaking from London).



Worcester Day-Time 1/4 Hours

Monday to Friday

HOOPER RATINGS Dec. 1944 to Apr. 1945

STATION	Quarter-hour Average	Highest Quarter-hour	Lowest Quarter-hour
WTAG	9.0	29.8	2.9
Station B	5.2	16.3	1.2
Station C	3.2	20.7	0.6
Station D	2.2	7.1	0.0

Station B has three 1/4 hour periods higher than WTAG's average of 9.0
Station C has seven 1/4 hour periods higher than WTAG's average of 9.0
Station D has no 1/4 hour periods higher than WTAG's average of 9.0

Of 40 quarter hour periods in the day, WTAG has the highest averages in 30 of them.

PAUL H. RAYMER CO. National Sales Representatives

BASIC CBS

WTAG WTAG-FM WORCESTER

580 KC
5000 Watts

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

Engineering

(*Continued from page 15*)

longer required that profile graphs be drawn for community stations. For metropolitan and rural stations, such graphs are called for and are to extend 10 miles from the proposed antenna site.

New Coverage Chart

A new type of coverage chart (figure 1) is provided in the new standards which simplifies the preparation of profile graphs for metropolitan and rural stations. With the use of the chart, which shows signal intensities, it is unnecessary for station engineers to provide data on curvature of the earth.

Another chart (figure 3) not included in the previous standards for FM, assists in measurements of transmitter performance.

A third chart (to be designated figure 2) which is expected to be available about Nov. 1, will be included as an integral part of the new standards and will reflect Commission studies on propogation carried on during the war.

Papers

(*Continued from page 15*)

cant for a television station.

WFIL is the American (Blue) outlet and operates on 560 kc with 1,000 w. It also has been the key station of the Quaker Network, regional operation. WFIL is a combination of WLIT and WFI, which were combined in 1935, with Lit Bros. and Strawbridge & Clothier as half-owners. On June 24, 1940, the FCC authorized sale of the Strawbridge & Clothier interests to Lit Bros. for $126,000. WFIL is applying this week for increase in power to 5,000 watts day and night.

A top-ranking regional station, WFIL approaches the million-dollar class in gross receipts, it is understood. Net earnings before taxes last year probably were in excess of $300,000.

Mr. Annenberg said that the "high standards of broadcasting set by WFIL in the best interests of the public will be maintained under its new ownership." Attorneys for Lit Bros. are Sundheim, Folz, Kamsler & Goodis, of Philadelphia. *Inquirer* counsel are Bell, Murdock, Paxton & Dillworth.

For the past year, George Jaspert, veteran New England station manager, who headed WBZ-WBZA Boston-Springfield from 1924 until 1929, has been radio consultant for the Boston newspapers. Fidelity also is an applicant for FM, as was WHDH. With the acquisition of the standard station, one of the FM applications would be dropped and the sales contract contemplates that move.

WHDH before its Blue affiliation was known as the Fishermen's Station, having broadcast boat arrivals, fish prices and weather reports of interest to men on the fishing banks. The station was founded by the late Capt. John Matheson, father of Ralph.

Publisher Choate has been active in newspaper work for a generation and was formerly one of Washington's topmost correspondents. He has been active in handling of WPB newsprint problems during the war.

Counsel for the Boston newspapers are Dempsey & Koplovitz, and for WHDH, George B. Porter, both Washington firms.

Elliott

(*Continued from page 15*)

son of the late President, organized the Texas State Network in 1938, after having had his first taste of broadcasting as a commentator.

Elliott sold part of his stock in the network when he entered the Army in 1941. Control of it went to Ruth Googins Eidson, his former wife, and into a trust for three children born of their marriage.

Interest in the Hot Springs market has been high since KTHS in that city, a 10 kw local sunset—1 kw night time—operation passed into the control of the Tri-State Broadcasting System Inc. President of latter is John D. Ewing, newspaper publisher and licensee of KTBS Shreveport. Mr. Ewing has applied for removal of the facility from Hot Springs to Memphis with a step-up in power to 50 kw. Concurrently, he has applied for a new 1 kw, 5 kw LS facility on 740 kc in Hot Springs contingent upon FCC approval of the Memphis application.

It is understood that Mr. Wilson had rejected Mr. Roosevelt's $75,000 after it had been bid up from an original offer of $60,000.

Meanwhile a full report on Elliott's financial affairs in connection with his pre-war radio operations was to be made to the House today. (Oct. 1) by the House Ways and Means Committee, which has been investigating the deal.

Elliott has figured prominently in the news recently as a result of his financial negotiations in the ill-starred Transcontinental Broadcasting System, which died aborning in 1939.

The Committee is understood to have concluded that John Hartford, president of the Atlantic & Pacific Tea Co., was entitled to a "bad debt" tax reduction for a $196,000 loss on his loan to Elliott. Mr. Hartford reputedly loaned Mr. Roosevelt $200,000 when the late President's son was negotiating in connection with the Transcontinental Broadcasting System, settling the loan with Jesse H. Jones, former Secretary of Commerce, for $4,000.

There have been considerable "leaks" regarding Elliott's financial affairs, although the House Committee has conducted most of its meetings in executive sessions.

181*=
AMERICA'S No.1
COOPERATIVE
PROGRAM
FULTON
LEWIS,
jr.

***181 STATIONS SOLD**

No other cooperative program is sold locally on as many stations. Certainly this acceptance is indicative of the pulling power of Fulton Lews, Jr. . . . and proof of his ability to sell merchandise. If your client once again is interested in selling . . . do it the easy way, with one of America's outstanding news commentators. A few cities are still available. Program originates from WOL, Washington, D. C. Write, Phone or Wire at once to—

Cooperative Program Department
MUTUAL BROADCASTING SYSTEM
1440 Broadway, New York 18, N. Y.

YOU can buy the Gates CB7 Transcription Turntable at any of these Gates Authorized Distributors:

Specialty Distributing Co.,
425 Peachtree Street, N.E.,
Atlanta, Georgia.

223 East Broughton Street,
Savannah, Georgia.

554 Mulberry Street,
Macon, Georgia.

709 Chestnut Street,
Chattanooga, Tennessee.

Houston Radio Sup. Co., Inc.,
910 Calhoun Avenue,
Houston, Texas

Radio Specialties Company,
1956 S. Figueroa Street,
Los Angeles, California,
and
Phoenix, Arizona.

Manufacturers Sales Terminal,
222 Columbia Building,
Spokane, Washington.

Westinghouse Electric International Company,
Forty Wall Street,
New York, New York.
(EXPORT ONLY)

Canadian Marconi Company,
Montreal, Quebec, Canada.

GATES RADIO CO.

Quincy, Ill.

HIGGINS AND KISSEK LEAVE SPOT SALES

HAROLD HIGGINS, Chicago manager, and Willie Kissek, salesman, resigned last week from Spot Sales Inc., when that organization was transferred by Loren Watson to Adam J. Young Jr. [BROADCASTING, Sept. 24]. Mr. Kissek was appointed manager of the Joseph Hershey McGillvra Inc. Chicago office. Mr. Higgins has returned to his former home in Dayton to enter radio sales.

The Young office announced it would consolidate the Chicago Spot Sales office with the Young operations under the direction of Bob Russell, vice-president. Deal gives Young an additional 30 stations for his American and Canadian list. Mr. Watson continues to head Radio Transcription Co. of America and will act as exclusive representative for Associated Transcription Library service.

142 STATIONS GIVEN TEMPORARY STATUS

LICENSES for 142 standard stations were placed or extended on temporary status by the FCC last week, pending determination upon applications for renewal. An additional five stations which had been on a temporary basis were granted renewals (see FCC Actions, page 92).

The Commission placed 63 licenses upon a temporary basis for the period ending Dec. 1, 1945. Another 79 licenses already on temporary, were continued on that status for the period ending Dec. 1, 1945. No particular significance was attached to these actions which were resorted to because of lack of facilities to process applications. The Commission had recently designated 136 stations for temporary status until Oct. 1 [BROADCASTING, July 30].

Of the five stations granted renewals, three which had been on temporary basis since Aug. 1 were renewed until Aug. 1, 1927. These are WJLD Bessemer, Ala.; KTSW Emporia, Kan.; and KTTS Springfield, Mo. A fourth station (WAIR Winston-Salem, N. C.) which had been on temporary since June 1, was renewed until Feb. 1, 1947. A fifth (KFJB Marshalltown, Ia.) which had been on temporary since Feb. 1, was granted renewal to Feb. 1, 1946.

WFNC Off Air

RAPIDLY advancing waters of Cape Fear River forced WFNC Fayetteville, N. C., to leave the air Sept. 18. Station expected to resume broadcasting about the first of last week. Transmitter building was under more than 10 feet of water and the engineers were removed by boat. Equipment was saved with the aid of German prisoners of war stationed nearby.

Lynne Smeby Co. Asks Toledo CP 980 kc 5 kw

Mr. Smeby

APPLICATION for a new station in Toledo, to operate on 980 kc with 5,000 w fulltime, was filed with the FCC last week by the Ohio-Michigan Broadcasting Corp., a newly formed company. Principals are Lynne C. Smeby, president, former engineering director of NAB and before that chief engineer of WXYZ Detroit and the Michigan Radio Network; Harold True, vice-president, news commentator on WWJ Detroit, and Nicholas Walinski, Toledo attorney, secretary-treasurer.

Electric Auto Light Co. of Toledo is listed as owner of one-third of the stock, with the three officials holding approximately 22% each. Mr. Smeby for the war's duration has been deputy director, Operational Research Staff, in the office of the Chief Signal Officer in Washington. He hopes to leave that post in about a month.

CBS STUDY REVEALS SERIAL POPULARITY

MORE THAN half (54%) of all women at home in the daytime listen to serial programs, according to a CBS study of daytime serials. Of the 54%, each listens to serials an average of an hour and 27 minutes a day.

The average program is heard 2.5 times a week by the radio audience, but the majority of listeners are doing household duties while they have their radios on. The study showed listeners like the serial programs largely because the characters and stories are true to life and teach a moral lesson.

Tidewater Football

TIDEWATER Associated Oil Co., New York (Veedol oil and Tydol gasoline), Sept. 28 started broadcasting Columbia U. home football games on WMCA New York and a network of New England stations including WTIC Hartford, WBZ Boston, WJAR Providence, WLBZ Bangor, and WRDO Augusta. Broadcasts start at 2:15 p.m. and continue to conclusion of games, with play-by-play descriptions by Steve Ellis. Guest commentators will be featured. Tidewater also sponsors *Sports Round-up* Fri. and Sat., 6:45-7 p.m., and Sun. 2-2:15 p.m. on WHN New York, and *"Manhunt"* on 12 independent midwestern stations, including WEAU Eau Claire, KGLO Mason City, KYSM Mankato, WCCO Minneapolis-St. Paul, KROC Rochester, KWLN Willmar, KFYR Bismarck, WDAY Fargo, KABR Aberdeen, KWAT Watertown, and WNAX Yankton. Agency is Lennen & Mitchell, New York.

FILE FOR NEW AM STOCKTON STATION

LINCOLN DELLAR, owner of KXOA Sacramento, last week filed an application as head of the Valley Broadcasting Co. for a new standard broadcast station at Stockton, Cal., to operate at 1380 kc with 1 kw power, unlimited time. The proposed station would become a basic affiliate of the Mutual-Don Lee Network.

Mr. Dellar will hold 70% of the stock in the new company, with 10% to be held by Morton Sidley, KXOA sales manager, and the remaining 20% by California Broadcasters Inc., a new group comprised of eight Pacific Coast radio men from various fields of broadcasting operations.

Mr. Dellar would direct operations of the new station as well as KXOA and plans a diversified program structure with special emphasis on agricultural fare to serve the large farm population in the area. The Stockton trading area includes 200,000 people in San Joaquin Valley. The city is now served by KWG, American affiliate, and KGDM, affiliated with CBS.

Since his resignation last May from Associated Broadcasters Inc., Mr. Dellar has been living in Sacramento in order to take active charge of KXOA. He was formerly chief of the radio division, OWI Overseas Branch, Pacific Coast bureau, and was previously manager of WBT Charlotte, N. C.

Acrobat Shoe Co. Plans Chicago Television Show

PLANS for a half-hour television program for Acrobat Shoe Co., division of General Shoe Co., Nashville (children's shoes) were announced last week by Roz Metzger, director of radio for Ruthrauff & Ryan, Chicago, agency placing. Built around a circus clown, a capering elephant, an "ornery" mule and animated special effects, program will utilize Acrobat's new animated trademark "Tumblin' Tim", 8-year-old circus acrobat.

Script has been submitted to WBKB Chicago, and if accepted show will begin in five or six weeks.

Specialized Programs
FOR A
LARGE GROUP OF
New Yorkers

NEW YORK'S
WLIB
1190 ON THE DIAL—CLEAR CHANNEL

Miller

(Continued from page 17)

who will be heard in his inaugural address.

Also taking office during the two-day schedule will be A. D. (Jess) Willard, new executive vice-president, who will be introduced at the banquet. No broadcasts are planned from the banquet itself, which will be held in the Statler's combined Presidential and Congressional rooms. Banquet arrangements were made by C. E. Arney Jr., NAB secretary-treasurer.

At the Oct. 1-2 session of the board, which all members are expected to attend, Mr. Miller will describe the recent Broadcast Mission to Europe. Progress of Broadcast Measurement Bureau, and work of planning the audience measurement survey, will be described to the board by Hugh Feltis, BMB director.

Developments in allocation of time by government agencies will be outlined along with a tentative plan by which U. S. agencies would prepare material for stations, with NAB handling the distribution of the packet.

Return of war veterans to civilian life will bring up several problems that will be considered by the board. Placement of employes returning to their stations will be discussed, along with opportunities for employment of veterans anxious to enter radio because of radio activity in the armed forces.

Capital Figures Attending

Among Washington notables who have accepted invitations to attend the banquet are Attorney General Tom C. Clark; Secretary of the Treasury Fred M. Vinson; Postmaster General Robert E. Hannegan; Associate Justices Hugo L. Black and Stanley F. Reed of the U. S. Supreme Court; Chief Justice D. Lawrence Groner and Associate Justices Henry W. Egerton, Harold M. Stephens and E. Barrett Prettyman, U. S. Court of Appeals, District of Columbia.

From Capitol Hill will come Senator Burton K. Wheeler and Representatives Joe Martin, Clarence F. Lea, Alfred L. Bulwinkle. Gen. George C. Marshall has accepted. The District of Columbia will be represented by Commissioner Guy Mason.

For the FCC, Chairman Paul A. Porter and Commissioners Paul A. Walker, E. K. Jett and Charles R. Denny Jr.

Past Presidents

Past NAB presidents who will attend include Alfred J. McCosker, WOR; Earle C. Anthony, KFI; Walter J. Damm, WTMJ; John Elmer, WCBM; Neville Miller; William S. Hedges, NBC; C. W. Myers, KOIN; J. Harold Ryan, Fort Industry Co.

Representing networks will be: NBC, Niles Trammell, Frank E. Mullen, Frank M. Russell; American, Edward J. Noble, Mark Woods, Charles C. Barry, Robert Kintner, Keith Kiggins; CBS, Paul W. Kesten, Frank Stanton, Frank K. White, Joseph H. Ream; MBS, Robert D. Swezey, Phillips Carlin.

Glenn Bannerman, president, will represent the Canadian Assn. of Broadcasters. From the Motion Picture Producers & Distributors will come Eric Johnston.

Among women guests will be Mrs. Julius Y. Talmadge, DAR; Mrs. Harold V. Milligan, National Council of Women; Mrs. William S. Culbertson, League of Republican Women; Mrs. Alma Kitchell, NAB Assn. of Women Directors; Mrs. Ruth Wilson Tryon, American Assn. of University Women.

Official welcoming committee from the NAB consists of:

District 1, C. S. Young, WBZ Boston; District 2, William A. Fay, WHAM Rochester, Craig Lawrence, WHOM New York; District 3, Joseph E. Baudino, KDKA Pittsburgh, Roger W. Clipp, WFIL Philadelphia; District 4, Don S. Elias, WWNC Asheville, Richard H. Mason, WPTF Raleigh; District 5, John M. Outler Jr., WSB Atlanta, Henry P. Johnston, WSGN Birmingham; District 6, Howard Summerville, WWL New Orleans; Wylie P. Harris, WJDX Jackson, Miss.; Emmet H. McMurry, WJPR Greenville, Miss.; District 7, W. Lee Coulson, WHAS Louisville, H. K. Carpenter, WHK Cleveland, Ralph G. Elvin, WLOK Lima; District 8, Clarence Leich, WGBF Evansville; District 9, Edgar L. Bill, WMBD Peoria; District 10, J. O. Maland, WHO Des Moines; Dietrich Dirks, KTRI Sioux City, Arthur B. Church, KMBC Kansas City; District 11, C. T. Hagman, WTCN Minneapolis; John F. Meagher, KYSM Mankato; District 12, Kenyon Brown, KOMA Oklahoma City; Plez S. Clark, KFH Wichita; Hugh J. Powell, KGGF Coffeyville; District 13, Hugh A. L. Halff, WAOI San Antonio; Roy Collings, WFAA Dallas; O. L. Taylor, KGNC Amarillo; District 14, Ivor Sharp, KSL Salt Lake City; Ed Yocum, KGHL Billings, Mont.; District 15, Clyde F. Coombs, KARM Fresno; William Bates Jr., KTRB Modesto; District 16, R. B. Williams, KVOA Tucson; District 17, C. W. Myers, KOIN Portland.

AP

WKZO, Kalamazoo, Michigan

. . . have heard nothing but complimentary remarks about AP from our Program Department. That's outstanding these days.

John E. Fetzer
President and
General Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

Transcription Turntables

WE ARE now in full production on turntables and are able to make excellent deliveries on chassis only, chassis with cabinets, or complete with lateral pickups and filters.

All equipments are latest design, inside rim drive dual speed with aluminum platter.

The next time you buy turntables, buy the latest—the GATES CB7.

GATES RADIO COMPANY
Quincy, Illinois

Covering North Carolina's No. 1 Market

. . . Winston-Salem
. . . Greensboro
. . . High Point

WSJS
WINSTON-SALEM

5000 Watts
600 on the Dial

★

Represented by
HEADLEY - REED COMPANY

CAPITAL TELEVISION TOWERS APPROVED

TWO television tower projects were approved Thursday by the Board of Zoning Adjustment, District of Columbia. Bamberger Broadcasting Service application to erect a tower on a site at 40th & Brandywine, Northwest, with ground elevation of 407 feet was approved. Bamberger had requested a 300-ft. tower but was allowed only 200 ft.

NBC application for a 350-ft. tower atop the Wardman Park Hotel, with ground elevation under 200 feet, was approved by the Board.

Both applications cover towers for commercial television stations. FCC Sept. 25 denied application of NBC for an experimental television station in Washington on Channel 4, 66-72 mc, using 2 kw (4 kw peak) power.

The Board's decisions indicate that it is disposed to allow television stations to erect towers high enough to give satisfactory service to a considerable portion of the District. It is not willing, apparently, to permit enough height to eliminate shadow areas in many portions of the city.

NBC and Bamberger now will file applications with the District of Columbia Board of Commissioners for right to erect the towers.

NORTH
EAST
WEST
SOUTH
The Texas Rangers
SELL
MANY PRODUCTS FOR
MANY ADVERTISERS
NOW
ON

WQAM

Miami

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
AN ARTHUR B. CHURCH PRODUCTION

American

(Continued from page 20)

he had held since 1943, until the appointment of Mr. Wallenstein, when he became director of popular music for American.

Mr. Wallenstein, who is music director and conductor of the Los Angeles Philharmonic Orchestra and who was musical director of WOR New York until he resigned that post to go to American, told BROADCASTING last week that he regretted the loss of opportunity to "do a great public service job in music" but that "the network has changed the policies under which I agreed to serve".

Having Good Time

Questioned about his future plans, Mr. LaRoche told BROADCASTING, "I hear of a lot of things that I'm going to do but I don't recognize any of them." Saying that he had nothing to add to the company statement, he pointed out that he is still vice-chairman of the network, a stockholder and director and an advisor to Edward J. Noble, chairman. "And," he added, "I am having a very good time."

One of the first indications of the change in operating policies of American appears in the network's plans to cover the annual forum of the *New York Herald-Tribune*. Last year a full hour was appropriated for forum coverage on each of the three evenings of the forum, with advertisers on the network relinquishing their time and affiliates their revenue for that commercial time, in order that American might present the forum speakers, not as individual addresses, but as specially built radio programs, with John B. Kennedy as commentator introducing the speakers and summarizing their remarks.

New WJZ Schedule

REALIGNMENT of the 7-9 a.m. week day programming of WJZ New York, key station of American, was announced last week by John Hade, program director. New schedule starts with a quarter-hour news program followed by a half-hour of comedy and music. The five-minute *Esso Reporter* 7:45-7:50 is followed by a ten-minute news analysis by Gordon Fraser, commentator and former foreign reporter for the network. *Breakfast With the Fitzgeralds* occupies the 8-8:30 period; Nancy Craig is heard 8:30-8:55, and a five-minute religious program completes the two-hour session. New schedule is effective Oct. 1.

Gen. Hill Confirmed

IT'S BRIG. GEN. Luther Lyons Hill now. The Senate last Tuesday formally confirmed his nomination to be brigadier general [BROADCASTING, Sept. 24]. Cowles Broadcasting Co. executive vice-president on leave is deputy director, **Bureau of Public Relations, War Dept.,** Washington.

PORTER, BOOTH JOIN KREMER & BINGHAM

Comdr. Porter

Comdr. Booth

TWO NAVY OFFICERS who have worked together the past two years in the Bureau of Aeronautics are joining the Washington law firm of Kremer & Bingham, 921 Tower Bldg.

Lt. Comdr. William A. Porter, veteran Washington radio attorney who was released from active duty Sept. 12, became a member of the Kremer & Bingham firm last week. Comdr. Robert M. Booth Jr., who completes his duty Nov. 1, joins the firm then.

Comdr. Porter began practicing radio law in Washington in 1930 and from 1935-41 he was a partner in the firm, Littlepage, Littlepage, Porter, Littlepage & Williams. He opened his own office in 1941. When he was called to active duty on June 30, 1942, as a lieutenant, Mr. Porter closed his law office.

During his Navy duty Comdr. Porter was assistant head of Electronics Materials, Engineering Div., Bureau of Aeronautics; was a member of the Radar Committee of the Combined Communications Board and a member of the working committee on frequency allocations under the radar group.

Mr. Booth, graduated from Purdue U. with a B.S. degree in electrical engineering in 1933, joined the Crosley stations in Cincinnati as engineer, attending night law school.

In January 1941 he was called to active duty as a lieutenant (j.g.). Mr. Booth received his LLB. degree from the Chase College of Law, Cincinnati. His work in electronics in the Navy won for him promotions and when he attained full commandership last year he was the youngest non-aviator commander in the Navy.

For some months he was superintendent of the Aero Radio & Radar Labs., Naval Air Experimental Station, Philadelphia. He was admitted to the Ohio Bar in 1942 and to the District of Columbia Bar last June.

Mr. Booth plans to confine his future activities to the practice of communications law.

Sign NBC

NEW TYPE of musical-dramatic program sponsored by International Harvester Co., Chicago, starts on NBC coast-to-coast Sun. Oct. 7, 2 p.m. Called *Harvest of Stars*, program will be headed by Raymond Massey as narrator and m.c. Contract for 52 weeks placed by McCann-Erickson, New York.

Pulse Modulation Shown by Federal

PULSE Time Modulation, a method of multiplex telephone, telegraph, radio broadcast and video transmission developed by the Laboratories Division of Federal Telephone & Radio Corp., was given its first unrestricted demonstration in New York last Thursday, day after the Navy had lifted wartime restrictions on the system.

Operating on a frequency of 1300 mc, PTM would make it possible for all radio stations in a community, especially TV and FM, to broadcast simultanously from a single transmitter, Federal engineers said. With PTM all broadcasters could share the most desirable location. Better reception would be assured, since all reciving antennas could be focused directly on the transmitting point.

Federal's own definition of PTM is "a method of radio communication which involves the transmission of a series of short bursts, or pulses, each approximately one-half millionth of a second long. Unlike previous systems which operate by varying or modulating the strength or amplitude of the wave (AM), or its rapidity of vibration or frequency (FM), pulse time modulation waves remain constant in amplitude and frequency. Actual communication is achieved by variation (modulation) of time interval between pulses.

The electronic tubes in a PTM transmitter, the engineers explained, in effect chop the material to be transmitted into small bits which fit together so they travel in precise order over the radio channel. These bits, or pulses, are then shot out over the microwave beam at a rate of 1,300 million vibrations per second, a speed which enables them to be filtered and reassembled at the receiving end so each conversation or program is received with completed fidelity.

Demonstration was of a radiotelephone circuit between the IT&T Bldg. in lower Manhattan, Telegraph Hill, near Hazlet, N. J., and the new Federal Telecommunications Laboratories at Nutley, N. J.

A single radio-frequency carrier wave can handle up to 24 two-way conversations, and this number may be increased 10 times.

WBAX Extension

TEMPORARY license of WBAX Wilkes-Barre, Pa., scheduled to expire Oct. 1, 1945, has been extended to Dec. 1, 1945, pending decision by the Commission on the record. Decision in the case has been hanging fire since 1941, with the station operating on a temporary license during that time. Principal cause of postponement has been application of John H. Stenger Jr., licensee, for regular license, and applications of three others for WBAX facilities.

OPA

(*Continued from page 16*)

secretary advised the reporter to submit his "problems" in writing. When the reporter informed her he was seeking information, she curtly replied: "You won't get it here."

After further insistence the secretary agreed to permit James Hoyt, assistant to Mr. Morse, to talk to the reporter but cautioned him, "Mr. Hoyt won't tell you anything." While waiting for Mr. Hoyt, the secretary wanted to know if the reporter would talk to E. O. Lang, another assistant to Mr. Morse.

"I'll talk to anybody who can give me some information and answer a couple of questions," said the reporter. "Well, Mr. Lang will see you but he won't give you any information," was the secretary's response.

Mr. Lang prefaced the interview with: "I might as well tell you I'm not going to tell you anything." Nevertheless he was plied with these questions: "Is it true that OPA will set price ceilings on parts on Oct. 3? Does the OPA plan to lift controls on radio sets or parts? Does OPA know that manufacturers won't turn a wheel until OPA gives them something definite?"

'Could' Answer

"I could answer all those question, but I'm not going to," said Mr. Lang. "Talk to Mr. Gesner in our public relations department. He'll give you all the information we want the public to have. We have orders not to talk."

So to Paul D. Gesner in public relations. Mr. Gesner explained the whole situation, said the Industry Parts Advisory Committee had asked OPA to lift controls because controls had been lifted on automobile parts. But OPA had decided otherwise.

To date only 35 manufacturers of the some 500 in the radio field had complied with OPA's request to file cost production data so interim ceilings could be given them. None of the large manufacturers had cooperated.

To Mr. Gesner were put the same questions which Mr. Lang could answer but would not. Would Mr. Gesner confirm that on Oct 3 OPA would give manufacturers something definite?

That's something Mr. Gesner hadn't heard about. All the information he had was contained in three releases issued since June, the latest on Sept. 18 advising manufacturers of all radio and radio-phonograph parts (except tubes, metal stampings, screw machine products and cabinets) they were authorized to make delivery of original equipment parts to set manufacturers at prices that "may be adjusted upward later when final reconversion pricing factors are determined."

He explained that no manufacturer may use adjustable pricing unless he has filed with OPA a list of the prices he actually used in March 1942 in sales of original equipment parts for radio receivers, electric phonographs, and radio-phonograph combinations. As for the questions, however, Mr. Gesner said he wished he could answer them—but the parts section hadn't given for publication any information other than that already released.

Interim Factors

On Aug. 31 OPA issued a set of interim increase factors, based on meager cost production data submitted by a few manufacturers. The permanent increase factor on tubes, based on an 86% reply, was pegged at 10.4% above ceiling prices charged between Oct. 1-15, 1941. Interim factors ranged from 5% for resistors and "all other radio parts, as covered by Maximum Price Regulation 136" to 11% for coils and transformers and chokes.

Manufacturers complained that the interim factors were too low, so OPA on Sept. 18 issued the authorization for adjustable pricing.

Mr. Gesner suggested the writer should talk to Delmar W. Beman, the trade publication publicity man. Mr. Beman, like Mr. Gesner, was most cordial, gave all the information he had but, like his coworker, knew nothing about the Oct. 3 date.

In a stinging speech on the Senate floor Sept. 20, Sen. Capehart declared that "OPA price-fixing policies are retarding reconversion and recovery. I make the prophesy," he continued, "that unless we in the Congress do something about it, not too many months from now many millions of men will be unemployed." He inserted in the *Congressional Record* letters from the Magnavox Co., Fort Wayne; Electric Appliances Inc., Indianapolis; General Furniture Co., Terre Haute; Edgar Morris Sales Co., Washington, and Meyers & Son Mfg. Co., Madison Ind., complaining that the OPA is holding up reconversion because of its attitude toward industry and its price-fixing policies.

Meanwhile manufacturers have declared they will not make parts under the adjustable price regulation of Sept. 18, contending that OPA might very well fix prices at less than cost production. Furthermore manufacturers contend they have met with the same kind of opposition BROADCASTING did in attempts to gather some concrete information at OPA.

Price Administrator Chester Bowles, in a special article for retailers, said: "A flow of goods to top a growing mass market is the best answer to the threat of inflation and to the long term prosperity of industry. Radios and big ticket appliances are extremely important among the reconversion goods coming back to the market. Speed of setting prices is important in getting radios and appliances to retail dealers."

Manufacturers agree 100% with Mr. Bowles, but they say his own agency apparently doesn't because "speed of setting prices" is something the parts section hasn't displayed.

Mr. Bowles' statement said he had compared the radio parts industry with the automotive parts industry, which has been suspended from price control as to original equipment, and "found that the reasons for such suspension do not apply to radio parts." Mr. Bowles fears the small manufacturer might be penalized by his lack of buying power if controls are lifted. On the other hand, small manufacturers argue that price-fixing on radio parts certainly could work to the advantage of the large corporations and run the little manufacturers out of business.

Sen. Capehart declared that manufacturers prospered and served the public long before OPA and he couldn't understand why they need a Government agency to run their businesses for them now.

OPENING OF NEW educational series on Kansas State Network, Radio Classroom, dealt with the subject "Singing by Radio". Present at inaugural were (l to r) R. Russell Porter, director radio broadcast, Kansas State Teachers College; Ray V. Gensen, general manager KSAL Salina; Gov. Andrew F. Schoeppel; Robert K. Lindsley, general manager, KFBI Wichita; J. Nelson Rupard, general manager, KTSW Emporia.

Club Switch Denied

REPORTS that American Broadcasting Company's *Breakfast Club* would switch from Chicago to New York, have been officially denied by E. R. Boroff, ABC vice-president in charge of the Central Division. Only appearance in New York of *Breakfast Club*, or its star, Don McNeill, will be for two weeks.

GEE (Ky.) ISN'T A WHIZ OF A MARKET!

We don't know how the founders of Gee happened to select its ejaculatory name. But we do know that you can spend a lot of radio dough to cover such Kentucky towns without ever getting exciting results! As for WAVE—we boast only of the Louisville Trading Area, the home of *more spending money* than is to be found in the rest of Kentucky *combined*. Gosh all Hemlock—ain't you convinced *yet?*

LOUISVILLE'S
WAVE
5000 WATTS . . 970 K.C. . . N.B.C.
FREE & PETERS, INC.
National Representatives

WMBG SERVING RICHMOND AND VIRGINIA
FROM THE CAPITAL OF THE OLD DOMINION

RICHMOND LOCATED MIDWAY BETWEEN THE NORTH AND SOUTH

Commercial and Industrial Kilowatt Hours in the Richmond Metropolitan Area
Six months ending June 30, 1944
157,325,259 KWH
Six months ending June 30, 1945
174,123,021 KWH
An Increase of 10.7% for 1945 over 1944

In this Major Market
USE **WMBG**
NBC IN RICHMOND, VA.
5000 WATTS
Bill Stern
Dinah Shore
Bing Crosby
Jack Benny
Bob Hope
Fibber McGee and Molly
REPRESENTED BY JOHN BLAIR & CO.

They Like Our Style

We say, with apologies to none, that we sincerely believe WAIR to be one of the best sales-producing stations in the entire south. There is an intensity of popularity in the large area we cover.

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

RICHMOND
COVERAGE
AT
PETERSBURG
RATES
WIRE or WRITE
WSSV
Petersburg, Virginia

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia, to tell the time.

—•—

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS DOES—Try It.

KOIN

We Work Today for the Northwest's Limitless Tomorrow

PORTLAND, OREGON
CBS Affiliate
FREE & PETERS, Inc., Nat'l Rep.

CHANGES EFFECTED BY NEW WBT OWNER

THREE NEW appointments have been announced by WBT Charlotte, N. C., recently purchased by the Southeastern Broadcasting Co. from CBS. Charles H. Crutchfield has been named general manager. Larry Walker succeeds him as program director.

Mr. Walker's post of assistant program director is being filled by Mrs. Thelma Haigler, for six years personal secretary to Mr. Crutchfield. Jack Knell, news director, has been assigned the added responsibility of director of special events. Winner of the 1939 "Headliners Award" for "Distinguished Service in Journalism" in covering the Squalus submarine rescue operations, Mr. Knell was a former CBS announcer and newsman.

New director of promotion and publicity for WBT is Ed Connolly, who was with the promotion department of Radio Sales, spot sales division of CBS. He has also written and reported for WCAX Burlington, Vt., and WLAW Lawrence, Mass., and was with AP in Boston for two years.

FBIS' TERMINATION EXPECTED IN MONTH

FOREIGN BROADCAST Intelligence Service of the FCC is slated to end within 30 days, the FCC announced last Thursday. The service has been a principal source of foreign intelligence since its inception five years ago, providing this government with information gleaned from monitoring foreign broadcasts.

PA Plans News Service Serving Nation's Capital

SPECIAL AP news service for Washington, D. C., will be started Oct. 15 by Press. Assn., filing from the AP newsroom in the Star Bldg. on a teletype circuit to radio and newspaper correspondents, offices and others. Circuit will emphasize Washington news, but will carry top domestic and foreign news, operating from 8:30 a.m. to 8:30 p.m. daily except Sunday. Special service will be provided on outstanding news. Joe H. Torbett, Press Assn. Washington representative, is organizing the service and will supervise. Basic rate in Washington will be $75 monthly at the outset.

Network Strike Favored By Radio Directors Guild

MEMBERS of the Radio Directors Guild, New York, voted Sept. 24 in favor of a strike against the networks, unless the union demands are met. A committee has been negotiating nine months for a contract with the four major networks. Guild decided that the counter offer of the networks on minimum wage scales and working conditions is unequitable and unreasonable.

WKWF Beats the Gun In Storm; Debut Near

DURING Florida hurricane, WKWF Key West—which has a CP but awaits authorization to begin broadcasting after field engineering tests—was on the air by special FCC permission handling emergency announcements. The station, owned by John M. Spottswood, broadcast from 9:30 p.m. Sept. 14 until 10:45 p.m. Sept. 15—the first time, FCC officials stated, that a station had broadcast prior to approval of field strength tests. Mr. Spottswood expects to begin broadcasting on a regular schedule by Oct. 1.

BEVILLE GOES BACK TO RESEARCH AT NBC

Col. Beville

LT. COL. H. M. BEVILLE, whose release from the army is anticipated early this week, returns to his former position as director of research for NBC. Under the new set-up, research becomes a separate department, with Mr. Beville reporting directly to Frank E. Mullen, vice-president and general manager. Previously, research has been a division of the advertising and promotion department of the network.

Since leaving NBC and entering service as a first lieutenant in January 1942, Col. Beville participated in planning the invasion of Europe while attached to Gen. Bradley's staff; landed in Normandy on D-Day plus 3; served with the First Army in France, Belgium, Luxembourg and Germany; was awarded the Bronze Star; returned to the United States last June as a lieutenant colonel and went to the Pacific in August as a member of Gen. Hodges staff to help plan the invasion of Japan, returning to this country Sept. 18.

Reichhold Time

REICHHOLD CHEMICALS, Detroit (Cosmopolitan Records), Sept. 29 started *Cosmo Tune Time*, a cavalcade of stars featured on Cosmo records, Sat. 8:30-9 p.m. on 68 Mutual stations. New program replaces *Detroit Symphony Orchestra*, sponsored by Reichhold, which went off the air Sept. 15, and *Cosmo Symphonic Strings*, which filled in Sept. 22. Agency is Grant Advertising, New York.

WPB Placing Employes

WPB is helping its employes from radio, advertising, journalism and public relations fields in relocating with private industry, with the Industry Personnel Committee named by WPB chairman J. A. Krug contacting employers. Interested organizations are asked to supply a list of personnel needs to committee or contact WPB field offices.

D. C. APPEALS COURT NOW HAS FULL BENCH

FOR THE FIRST time in more than two years the U. S. Court of Appeals for the District of Columbia, which sits on appeals from FCC decisions, has a full six-man bench, with confirmation last week by the Senate of three Associate Justices.

Former Sen. Bennett Champ Clark (D-Mo.) succeeds Justice Justin Miller, who today (Oct. 1) becomes president of the NAB. E. Barrett Prettyman, Washington attorney with a long background as government counsel, takes the seat occupied by Thurman W. Arnold, who resigned several weeks ago. Wilbur K. Miller of Kentucky was named by President Truman to fill the vacancy created in May 1943 when Fred M. Vinson (now Secretary of the Treasury) resigned to become War Mobilization Director under the late President Roosevelt.

FCC REVISES RULES AS WAR TIME ENDS

WITH the nation reverting to standard time at 2 a.m. Sunday Sept. 30, the FCC last week revised its Rules & Regulations covering stations which operate by local sunrise and sunset to place all stations on "mean astronomical time" rather than fast war time.

Throughout the nation broadcasters in scattered communities which still operate with daylight saving time under local option face dual confusion—with the changeover yesterday and again when their respective areas adopt standard time. In Chicago, for instance, all but one network affiliate, WGN, are operating on Central Standard Time.

In its announcement Sept. 26 the FCC said its Rules & Regulations were being revised as follows to conform to the end of Daylight Savings Time:

Part 2, Section 2.36 of General Rules and Regulations repealed. The footnotes No. 26 Section 7.81 (d) page 20 (b) Part 7, No. 27 Section 7.82 (d) on page 22 Part 7, No. 79 Section 8.221 (d) page 54 Part 8, No. 82 Section 8.222 (c) (5) page 57 Part 8 all were amended to read as follows:

"For example, 8:01 p.m. Eastern Standard Time should be entered as 0101 GMT; 8:30 a.m. Eastern Standard Time should be entered as 1330 GMT; 7:45 p.m. Eastern Standard Time should be entered as 0045 GMT."

The Average Sunrise and Sunset Table (Section 3.8) of the Standards of Good Engineering Practice Governing Standard Broadcast Stations, was revised.

Order No. 129 was adopted, effective Sept. 30. It repeals Order No. 90 adopted Feb. 3, 1942, and ordering specific average times of sunrise and sunset in all existing instruments of authorization for standard broadcast stations be returned to "mean astronomical time".

Hearing

(Continued from page 20)

dent and general manager of Don Lee Broadcasting System, advised that he is unable to obtain equipment in time to meet the deadline for operation of KHJ-FM Los Angeles on the new assignment.

Similar information was received from WMIT Winston-Salem, N. C.

Seven Arguments

Joseph H. Ream, vice-president and secretary, CBS, objected to the assignment given the network's station in New York (WABC-FM) on the ground that it will provide inferior coverage to that of other FM stations in the city. He challenged the basis on which the Commission granted the more desirable frequencies to pioneer stations, declaring such policy disregards the needs of listeners or the relative showings which may be made by the various applicants.

Mr. Ream listed seven arguments in opposition to the FCC policy on FM assignments to networks:

1. **The frequency assigned CBS will provide an interference-free coverage area within the 50 microvolt contour of only 62% of the similar service area of a superior channel.**
2. **Network affiliation by community stations cannot be relied upon to fill the gaps caused by giving the networks the less desirable frequencies.**
3. **The new networks receive an unfair competitive advantage by the Commission policy.**
4. **The local stations do not require extended coverage.**
5. **The proposed plan does not increase program choice.**
6. **The competitive advantage of network facilities would be completely reversed.**
7. **CBS also is an outstanding pioneer in FM.**

The CBS executive requested (1) that FCC assign the network a frequency providing as great a coverage area as that of any other FM station; and (2) that the Commission "negative any express or implied recognition" that FM stations owned by networks be discriminated against. In the event his request is refused, he asked for a hearing on the question.

Some Satisfied

A. L. Ashby, vice-president and general counsel, NBC, voiced similar objection to the assignment given WEAF-FM New York, contending it would put the network at a competitive disadvantage with non-network stations in New York.

He declared that the Commission's assumption that other FM stations will be available for affiliation with each of the four networks so as to serve all the area surrounding New York is unwarranted. There is no assurance, he added, that network programs broadcast by the New York stations of the networks would also be broadcast by affiliates in surrounding areas.

In behalf of WGTR Paxton, Mass., Pierson & Ball asked an additional 30 days to file objections to the frequency assigned the station.

WHEC Rochester, N. Y., asked that the Commission assign the two Rochester FM stations' frequencies farther apart to facilitate tuning in the station and making visual identification on the dial easier.

KMBC-FM Kansas City, Mo., advised that it expects to be ready with tests and regular service at the dates set by the Commission and asked that protection be given it for rural coverage if it becomes necessary.

WABF New York telegraphed "entire satisfaction" with the assignment given it and advised it would proceed to comply with the Commission proposal.

Thomas to Conduct Radio, Video Clinic

A CLINIC in radio and television directed by Eugene S. Thomas, sales manager of WOR New York, will be given during the 22nd annual advertising and selling course sponsored by the Advertising Club of New York. Course is scheduled to start Oct. 8 and conclude March 11, with clinic under Mr. Thomas starting Feb. 18.

Speakers during clinic include Norman S. Livingston, director of program operations of WOR, who opens the clinic Feb. 18 with a talk on "Programming". Other speakers and their subjects will be: Roger Bower, program producer of WOR, "Production in the Radio Studio", Feb. 21; Ralph B. Austrian, executive vice-president, RKO Television Corp., "Production in the Television Studio", Feb. 25; Peggy Mayer, freelance writer, "Radio and Television Writing", Feb. 28; Joseph A. Moran, assistant director of radio, Young & Rubicam, New York, "Commercial Radio and Television Writing", March 4; Mrs. Dorothy Lewis, coordinator of listeners' activities, NAB, "Program and Copy Acceptance", March 7.

Among lecturers and subjects included in the program for the advertising and selling course are: Paul Hollister, vice-president in charge of advertising and sales promotion, CBS, "The Place of Radio in Advertising", Nov. 19; Edgar Kobak, president of Mutual, "Qualifications for Salesmanship", Dec. 3; Don G. Mitchell, v-p Sylvania Electric Products Inc., "Advertising and Selling, the Biggest Job Ahead", Jan. 7.

The course has been conducted 21 years. Leading advertising and sales executives appear without compensation, as a contribution to the advancement of skills in their professions. Thirty-two lectures and eight series of clinics will be given this year.

KANSAS CITY
IS A
K
O
Z
Y
MARKET

PORTER BLDG., KANSAS CITY, MO.

EVERETT L. DILLARD *General Manager*
ELIZABETH WHITEHEAD *Station Director*

Pioneer FM Station in the Kansas City Area

Ask for Rate Card

WFMJ
SELLS
The Rich Mahoning Valley

Ohio's Third Market at less cost—affiliate of the American Network.

Ask HEADLEY-REED

WFMJ
YOUNGSTOWN, OHIO

WJHP
JACKSONVILLE FLA

NORTHERN FLORIDA'S BEST RADIO "BUY"
• Send for Details •

Represented by JOHN H. PERRY ASSOCIATES

U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
United Press

WIBW has developed America's most successful radio selling technique—"reasons why" delivered as the recommendation of one friend to another.

WIBW The Voice of Kansas in TOPEKA

ACTIONS OF THE FCC

SEPTEMBER 21 TO SEPTEMBER 28

Meetings Changed

The Federal Communications Commission announces that, beginning the first week in October, the regular weekly meetings of the Commission en banc will be held on Wednesday, instead of Tuesday. Motions hearings will be held on Thursday of each week beginning the first week of October, instead of Wednesday.

Decisions . . .

ACTIONS BY COMMISSION
SEPTEMBER 25

Earl C. Anthony Inc., Los Angeles—Dismissed application for CP new experimental TV station.

Pacific Coast Broadcasting Co., Pasadena, Cal.—Denied application for CP new experimental TV station.

Twentieth Century-Fox Film Corp., Boston—Same.

General Television Corp., Boston—Same.

Midland Broadcasting Co., Kansas City—Same.

National Broadcasting Co., Washington, D. C.—Same.

S. E. Adcock, tr/as Stuart Broadcastcasting Co., Knoxville, Tenn.—Denied application for CP new developmental broadcast station.

William Henry Alford, Winston-Salem, N. C.—Same.

Everett C. Atkerson, Birmingham, Ala.—Same.

Harold O. Bishop, Harrisburg, Pa.—Same. (Also same for satellite.)

Utah Broadcasting & Television Co., Salt Lake City—Same.

NEW-Developmental The Hallicrafters Co., Chicago—Granted application for CP new developmental broadcast station, 100 mc, 250 w.

Topeka Broadcasting Assn., Topeka, Kan.—Denied application for CP new developmental broadcast station.

NEW-Delevopmental Zenith Radio Corp., Chicago—Granted application for CP new developmental broadcast station, 99.9 mc, 1 kw.

KCKN Broadcasting Co., Kansas City—Denied application for CP new developmental broadcast station.

SEPTEMBER 26

ORDERED by FCC, in accord with repeal of Public Law No. 403, that specific average times of sunrise and sunset of all existing instruments of authorization for standard stations shall be returned to ""mean astronomical time", effective 2 a.m. Sept. 30, 1945. Also revised accordingly Rules & Regulations in termination of Daylight Savings Time.

ADMINISTRATIVE BOARD .ACTION
SEPTEMBER 24

KUTA Salt Lake City—Granted mod. license change partnership name from Utah Broadcasting Co. to Frank C. Garman, David G. Smith, Jack L. Powers and Grant R. Wrathall d/b Utah Broadcasting & Television Co.

NEW-Relay Frank C. Garmen et al d/b Utah Broadcasting & Television Co., area of Salt Lake City—Granted CP for new relay station to be used with KUTA; 30.82, 33.74, 33.82, 37.98 mc: 0.2 w.

KVOR Colorado Springs, Col.—Granted authority to determine power by direct measurement of antenna power.

WBZA Boston—Same.

WLIB Brooklyn—Same.

NEW-AM Salt Lake City Broadcasting Co., Salt Lake City—Granted mod. CP for new station KALL for extension completion date to 12-3-45. Granted waiver Secs. 3.55(b) and 3.60 of Commission's Rules & Regulations; conditions.

NEW-Developmental Raytheon Mfg. Co., New York—Granted license to cover CP for new developmental broadcast station W2XRY; frequencies to be assigned by FCC chief engineer from time to time; power 10 kw; to operate in accordance with Secs. 4.151 to 4.157 inclusive, and upon exp. basis only, conditions.

LICENSES for following relay stations extended on temp. basis only pending determination license renewal applications, for period ending 12-1-45: WKBR KAOV WMWB WMFZ.

LICENSES for following relay stations further extended on temp. basis only, pending determination license renewal applications, for period ending 12-1-45: KFAA KNED WBGN WADA WAUT KIEL WQER KAGM WJWA WAXY KEJR KBTA KBTB WAVB KAXL WTNK.

NEW-AM Center Broadcasters Inc., State College, Pa.—Granted mod. of license for CP new station, for approval antenna and approval trans. and studio sites. Granted waiver Secs. 3.55(b) and 3.60 of Commission's Rules & Regulations, conditions (Action taken 9-17-45).

NEW-AM Midwestern Broadcasting Co., Cadillac, Mich.—Granted mod. CP new station WATT for change in studio location (Action taken 9-18-45).

ACTIONS IN DOCKET CASE
SEPTEMBER 26

KSOO Sioux Falls, Ida.—Adopted proposed findings of fact and conclusions to deny application for license renewal (Sec. 3.35).

KRBA Lubkin, Tex.—Adopted order granting license renewal and application for assgn. license from Ben T. Wilson, R. A. Corbett and Thomas W. Baker d/b Red Lands Broadcasting Assn. to Darrell E. Yates.

ACTIONS ON MOTIONS
SEPTEMBER 26

Utica Observer-Dispatch, Utica, N. Y.—Granted petition to correct record without further hearing re application for new station and application of Mid-State Radio Corp. for new station in Utica.

WGBF Evansville, Ind.—Granted motion for leave to amend application for license renewal.

Joe L. Smith Jr., Charleston, W. Va.—Granted motion for leave to amend application for CP new station.

Orangeburg Broadcasting Corp., Orangeburg, S. C.—Granted petition to amend application for new station so as to show changes in issued stock of applicant since March 1945, and ordered amendment to be made part of application. Application designated for consolidated hearing with applications of Augusta Broadcasting Co., Charleston, S. C., and The Observer Radio Co., Orangeburg, for new stations.

WSRR Stephan R. Rintoul (Assignor), The Western Conn. Broadcasting Co. (Assignee), Stamford, Conn.—Granted joint petition for continuance hearing on application for vol. assgn. license now set 10-4-45, and continued same to 10-9-45.

George H. Thomas, James J. Davidson Jr. and Daniel H. Castille, d/b New Iberia Broadcasting Co., New Iberia, La.—Granted motion for continuance hearing on application for new station, now set 10-1-45, and continued same to 11-1-45.

Tentative Calendar . . .

OCTOBER 1

WINS New York—Vol. assgn. license from Hearst Radio Inc. to The Crosley Corp. (further hearing).

OCTOBER 4

BROADCAST hearing, to be held before Commission en banc, set in matter of promulgation of Rules & Regulations for Good Engineering Practice for commercial TV broadcast stations.

Applications . . .

SEPTEMBER 21

NEW-AM 1240 kc Midwestern Broadcasting Co., Cadillac, Mich.—License to cover CP as mod. for new station WATT. Also authority to determine operating power by direct measurement of antenna power.

1250 kc KWSC Pullman, Wash.—Authority to determine operating power by direct measurement of antenna power.

NEW-FM WJW Cleveland—CP new FM station, to be assigned in 92-106 mc band, 10,600 sq. mi. coverage, $70,000 est. cost.

AMENDED WGAC Augusta, Ga.—CP change 1240 kc to 580 kc, increase 250 w DN to 5 kw D 1 kw N, install new trans. and DA-N, and change trans. site, amended to change type of trans.

NEW-AM 1240 kc Robert W. Rounsaville and George N. Clark d/b Elizabethton Broadcasting Co., Elizabethton, Tenn.—CP new station 250 w unl.

660 kc KSKY Dallas—CP increase 1 kw to 50 kw, install new trans. and change trans. site.

NEW-Relay WGST Atlanta, Ga.—License to cover CP for new relay station.

NEW-AM 1450 kc Cedar Rapids Broadcasting Corp., Cedar Rapids—CP new station 250 w unl.

KVGB Great Bend, Kan.—License renewal.

SEPTEMBER 24

NEW-AM 620 kc Virginia Broadcasting Corp., Roanoke, Va.—CP new station 1 kw DA unl.

660 kc KOWH Omaha—CP increase 500 w to 10 kw, change hours from D to unl., install new trans. and DA-DN, change trans. site.

NEW-AM 1400 kc Harry Willard Linder, Marshall, Minn.—CP new station 250 w unl.

NEW-FM 48.3 mc WHFC Inc., Chicago—License to cover CP for WEHS.

NEW-Relay Farnsworth Television & Radio Corp., area of Fort Wayne, Ind.—CP new relay station, 30.82, 33.74, 35.82, 37.98 mc, 0.1 w and A3 emission.

NEW-Relay Farnsworth Television and Radio Corp., area of Fort Wayne, Ind.—CP new relay station, 1646, 2029, 2190, 2830 kc, 25 w and A3 emission.

NEW-Exp. TV 82-88 mc Pacific Coast Broadcasting Co., Los Angeles County—CP new exp. TV station. Emission not specified.

NEW-AM 1240 kc Star Broadcasting Co., Geneva, N. Y.—CP new standard station 250 w unl.

NEW-AM 920 kc Greater Muskegon Broadcasters, Muskegon, Mich.—CP new standard station 1 kw D.

1420 kc WRBL Columbus, Ga.—CP change 1230 kc to 1420 kc, increase 250 w to 5 kw, install new trans. and DA-N, and change trans. site.

NEW-FM 45.3 mc WTAG Worcester, Mass.—CP new FM station, 7,000 sq. mi. (Returned at request of attorney.)

NEW-Exp. TV P. R. Mallory & Co., Indianapolis—Mod. CP authorizing new experimental TV station W9XMT, for extension of completion date only from

(*Continued on page 93*)

IT'S THE FIRST transmitter completed since V-J Day at Gates Radio & Supply Co., Quincy, Ill. What's more, Gates believes this 250-C model is first from any plant since war. Progress is announced in 1 and 5 kw models, speech equipment.

FCC Actions

(Continued from page 92)

16-45 to 12-15-45 (Returned for signature.)

NEW-TV 50-56 mc KDYL Salt Lake City—CP new commercial TV station, channel 1 (returned at request of applicant).

NEW-Exp. TV Farnsworth Television & Radio Corp., Fort Wayne, Ind.—CP to reinstate CP authorizing new experimental TV station W9XFT, to be operated on frequencies to be assigned by FCC chief engineer, visual 4 kw, aural kw, visual A5 and aural special for FM emissions. (Returned for triplicate.)

SEPTEMBER 25

NEW-AM 1340 kc Jose Bechara Jr., Mayaguez, P. R.—CP new station 250 w unl.

1460 kc WHEC Rochester, N. Y.—CP increase 500 w N 1 kw D to 5 kw DN, install new trans. and DA-N, change trans. site.

94.9 mc WEAF-FM New York—CP change 45.1 mc to 94.9 mc.

NEW-AM 1390 kc Old Dominion Broadcasting Corp., Lynchburg, Va.—CP new station 1 kw DA unl.

AMENDED WCAU, Philadelphia—CP new commercial TV station, 84-90 mc, ESR 1,128, amended to request 82-88 mc.

NEW-EXP. TV The Crosley Corp., Cincinnati—Mod. CP as mod. for new exp. TV station, for extension completion date from 10-28-45 to 4-28-46.

950 kc WLOF Orlando, Fla.—CP change 1230 kc to 950 kc, increase 250 w to 5 kw, install new trans. and DA-N, and change trans. site.

1420 kc WWPG Palm Beach, Fla.—CP change 1340 kc to 1420 kc, increase 250 w to 1 kw, install new trans.

NEW-TV 54-60 mc KDYL Salt Lake City—CP new commercial TV station, ESR 1,060.

1230 kc WCOL Columbus, O.—Dismissed application for CP install new trans. and vertical antenna, change trans. site (superseded by new application).

NEW-AM 1270 kc Walter Adams Graham, Decatur, Ga.—Dismissed application for CP new station 250 w unl. (at request of applicant).

SEPTEMBER 27

790 kc KFQD Anchorage, Alaska—Vol. assgn. license from William J. Wagner tr/as Alaska Broadcasting Co. to Midnight Sun Broadcasting Co.

NEW-AM 1450 kc Bay State Beacon Inc., Brockton, Mass.—CP new standard station 250 w unl.

NEW-AM 1340 kc Frank D. Peterson, Theodore Hardwick, Robert M. Odear, Ira Porter, Wood Hannah and Thomas Graham d/b Peterson & Co., Lexington, Ky.—CP new standard station 250 w unl.

NEW-AM 1600 kc WOOP Inc., Dayton, O.—CP new standard station 5 kw unl.

NEW-AM 990 kc Darrold Alexander Cannan tr/as Wichtex Broadcasting Co., Wichita Falls, Tex.—CP new standard station 1 kw D.

1380 kc WATL Atlanta, Ga.—CP change 1400 kc to 1380 kc, increase 250 w to 5 kw, install new trans. and DA-N, change trans. site.

NEW-AM 1010 kc Warren, Davis, Yeager & Ford Inc., Bloomington, Ind.—CP new standard station 1 kw D.

1320 kc KGKY Scottsbluff, Neb.—CP change 1490 kc to 1320 kc, increase 250 w to 1 kw, make changes in trans., install DA-N, change trans. site.

820 kc WAIT Chicago—Special service authorization to commence operation not later than 7 a.m. CST during those months in which local sunrise occurs later than 7 a.m. CST, and to cease operation not later than 6 p.m. CST, during those months in which sunset at Dallas, Tex., is earlier than 6 p.m. CST, for period not to exceed six mo.

1380 kc KRE Berkeley, Cal.—CP change 1400 kc to 1380 kc, increase 250 w to 1 kw, install new trans. and DA-N.

SEPTEMBER 28

NEW-Developmental Westinghouse Radio Stations Inc.—CP new portable-mobile developmental stations (5) to be operated on 49.5, 107.5, 107.9, 505-525, 540-560, 900-920, 1975-2025 mc; 5 kw; emissions: A0, A1, A2, A3, A4, A5, special for FM.

NEW-TV 50-56 mc Lancaster Television Corp., Lancaster, Pa.—CP new commercial TV station, Channel 2, ESR 1400.

The Crosley Corp., Cincinnati—Extension of special temporary experimental authorization to operate 1 kw trans. (W8XAL) on 6080 kc, A0 and A1 emissions for identification purposes only to be used with all international broadcast stations licensed to applicant for period ending 11-1-46.

NEW-Relay WGBR Goldsboro, N. C.—License to cover CP authorizing new relay station WEQR.

NEW-AM 1030 kc Fred Jones and Mary Eddy Jones d/b Fred Jones Broadcasting Co., Tulsa, Okla.—CP new standard station 50 kw DA-N unl.

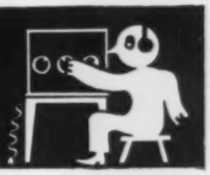
780 kc WJAG Norfolk, Neb.—CP install new trans., verticle antenna and ground system, change trans. site.

NEW-AM 1400 kc E. Thomas O'Brien, Mildred O'Brien Chalberg, John Chalberg, Mabel O'Brien Smith and William Graham d/b Brainerd Broadcasting Co., Brainerd, Minn.—CP new standard station, 250 w unl.

NEW-AM 1020 kc KAW Broadcasting Inc., Topeka, Kan.—CP new standard station 1 kw D.

NEW-AM 550 kc Frank C. Carman, David G. Smith, Jack L. Powers and Grant R. Wrathall d/b Montana Broadcasting & Television Co., Anaconda, Mont.—CP new standard station 1 kw DA-N unl.

TECHNICAL



COMDR. HERBERT C. OUTERMAN, on terminal leave from the Navy and formerly with leading radio and electrical manufacturers in engineering, administrative and merchandising capacities, has been appointed executive assistant to the president of Emerson Radio & Phonograph Corp., New York. Mr. Outerman will assist **BENJAMIN ABRAMS**, president, with executive and administrative matters.

KARL TROEGLEN has been appointed technical director of KCMO Kansas City. For three years he has been field engineering supervisor with New York division of Western Electric Co., installing and servicing radio and communications equipment. Active in broadcasting for more than 15 years, Mr. Troeglen is a senior member of Institute of Radio Engineers.

MURRAY S. FERGUSON has joined operating staff of CBC international shortwave service at Montreal. **ROY CAHOON**, senior engineer at CBC international shortwave stations, Sackville, N. B., has returned from Europe with a portable German tape-recorder weighing 300 pounds.

TOM WATSON, chief engineer of CJKL Kirkland Lake, Ont., and **JENNY SHAHEEN**, traffic manager of CJKL, have been married.

BURT COY, released from the Royal Canadian Navy as lieutenant and radar engineer, has been appointed chief engineer of CKWS Kingston, Ont.

GORDON JONES, engineer of Northern Broadcasting & Pub. Co., Toronto, has married Audrey McEntee.

D. J. SWEENEY has been named engineer in charge of mechanical development of the research and advance development department of the engineering division of the Crosley Corp., Cincinnati. He formerly was with General Electric Co. and RCA. **H. J. FITZPATRICK**, former works manager of Plant 9 of Crosley, has been named works manager of all Crosley plants in Cincinnati. In this position he will have direct supervision of production of all Crosley home radio receivers.

BERNARD T. WILKINS has returned to WKBN Youngstown, O., as chief engineer. For 1½ years he has been on leave to Western Electric Co. as radar specialist.

HENRY DAWSON, engineer of Canadian Assn. of Broadcasters, has returned to Toronto after attending international radio conference at Rio de Janeiro, Brazil, as an observer for CAB.

VERNON WILEMAN, recently discharged from RAF Transport Command, has joined the technical staff of CKWX Vancouver. Before the war he was with CFAC Calgary.

TREVOR PAYNE and **LARRY McCANCE** of the transmitter staff of CJOR Vancouver, are expected back at CJOR upon release from Canadian armed services.

CARL J. HOLLATZ, former manager of Ken-Rad division of General Electric Co., has joined Raytheon Mfg. Co. in an executive capacity.

LT. COL. A. EARLE FISHER, recently placed on inactive status by AAF and former radio consultant engineer in the South for 11 years, has joined Emerson Radio & Phonograph Corp., New York, as southern field representative.

NEPHI SORENSON, from KDYL Salt Lake City has shifted to KALL Salt Lake City as chief control engineer.

CORP. ROBERT E. BROOKING, formerly with WAIT and WGES Chicago, has been training at the War Dept. radio stations in Washington and is now attached to the 4033rd Signal Multi-Chanel Radio Teletype Detachment at Camp Crowder, Mo.

LEO JYHLA, assistant chief engineer of WJIM Lansing, Mich., has returned to the station after 42 months in the Navy as radio operator aboard the cruiser San Diego.

DICK TULLIUS, engineer of KOMA Oklahoma City, married Mary Francis McBride of Oklahoma City Sept. 21.

FRED EDWARDS has returned to the engineering staff of WTIC Hartford, Conn. He has been overseas with the OWI for more than 15 months.

FRANK V. BREMER, WAAT Newark technical director, has been appointed chairman of the engineering committee of NAB District 2.

RALPH L. REED has joined the engineering staff of CBK Watrous, Sask. Recently released from RCAF, he was attached to radar service.

New Engineering Firm

UNIVERSAL RESEARCH Labs., consulting engineering firm, with headquarters at No. 1 Nob Hill Circle, San Francisco, has been announced by Wesley I. Dumm, president. New firm is headed by Royal V. (Doc) Howard, vice-president in charge of engineering for Associated Broadcasters Inc. and Universal Broadcasting Co., and is a subsidiary of the latter organization. Southern California offices of the consulting engineers' firm have been established at 6757 Hollywood Blvd., Hollywood. Nationally known in radio engineering and on loan to the Office of Scientific Research and Development, Mr. Howard recently returned from Europe where he headed a special assignment for the Army.

FOR UNUSUAL PERFORMANCE IN IDAHO?

KSEI
POCATELLO · IDAHO

You Reach the Sales-Rich Lehigh Valley on

WEST

EASTON, PA.
Phillipsburg, New Jersey

NBC • Mutual

FACT or FICTION?

Q. Glaciers can be used for refrigeration.

A. *Fact.* The army uses them for food storage.

It's a Known FACT *that*

WLAW
LAWRENCE, MASS.

is the preferred station of nearly two million listeners in Industrial New England.

5000 WATTS 680 Kc.

NATIONAL REPRESENTATIVES:
WEED & CO.

Radio salesman wanted, one who has had a good background in radio selling to local accounts. Good salary. Permanent position. Send small photo and references with reply.

KDYL
Salt Lake City
Utah

Engineer-Executive

Seeks position with progressive broadcaster or equipment manufacturer. Experienced all phases: studios, high power standard broadcast and short wave transmitters, and FM. Proven record with excellent references.

Box 239, Broadcasting

● *Man with Radio Background to Learn Radio Advertising and Selling Business*

Wire
Frank Flynn

KFBC
Cheyenne, Wyoming

WANTED

Top flight script writer, capable of writing and producing acceptable ideas for local accounts. Excellent salary. Permanent position. Send photo and sample of scripts with first letter.

KDYL
Salt Lake City
Utah

Radio Construction Men

Radio men who are interested in building radio broadcasting equipment can avail themselves at this time of excellent post-war positions. Must be able to read schematics and do neat wiring but engineering skill not mandatory. Good wages in attractive middle-western city. Wire, phone or write.

Gates Radio Company
Quincy, Illinois
Phone 522

—Classified Advertisements—

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Veteran first class license holder for transmitter and/or studio for Rocky Mountain 1 kw outlet. State education and experience. Box 661, BROADCASTING.

Excellent opportunity offered to 1st class engineer by 250 watt Indiana network station. Permanent position, starting at $45.00 per week. Box 43, BROADCASTING.

Both staff announcer and salesman for permanent well-paying positions with progressive Rocky Mountain NBC affiliate in town of 15,000 stable population. Best of fishing and hunting. Everything but metropolitanism and high cost of living; send photo, references. If announcer, send transcription with application. Box 169, BROADCASTING.

Wanted—Licensed operator. Must be experienced and steady. Send your qualifications, education, recommendations and any small recent photograph. Network station in Great Lakes area. Box 182, BROADCASTING.

Wanted—Experienced studio control man in network station east of Chicago. Send your qualifications, education and photo in first letter. Box 183, BROADCASTING.

Announcer—Outstanding midwest NBC affiliate wants morning man who can do personality show with transcriptions. $75.00 weekly base with talent opportunities. Send transcription and personal background to Box 184, BROADCASTING.

Whatever became of those good dependable announcers? The steady, reliable kind that you could count on. We offer steady employment, compatible surroundings, and good salary. Send transcription, references, photo with application. Write Box 193, BROADCASTING.

Continuity writer-experienced. Good position with 1,000 watt midwest regional network station for copy writer who can produce salable commercial announcements. Good salary based on experience. Send sample scripts with first letter. Box 232, BROADCASTING.

Experienced newsman for 50 kw western affiliate. Edit and rewrite. Box 237, BROADCASTING.

Two combination announcer-engineers needed with first-class license, pleasing voice, for 48-hour week at $55.00 per week. WCRS, NBC affiliate at Greenwood, S. C.

Experienced announcer wanted with third class ticket. Must be capable copywriter and have car. Submit photo and complete radio background with references. Progressive station with plans. KSEI, Pocatello, Idaho.

Wanted—First class radiotelephone operator who knows transmitters and associated equipment. Good maintenance man. Provide radio background, references and snapshot. KSEI, Pocatello, Idaho.

Need a man with first class license who can announce. MBS affiliate. Call wire or write telling all to Duane L. Watts, General Manager, KHAS, Hastings, Nebr.

Wanted—Commercial manager 250 watt station in excellent market with dual coast to coast network affiliation. Salary plus bonus. Box 249, BROADCASTING.

Engineer—Experienced in operation of 5 kw transmitter with directional antenna, studio switching, recording, remotes. Permanent if qualified. Send full particulars to KFEL, Denver, Colorado.

Announcer wanted—Experienced, all-round staff man for progressive 5 watt station. Permanent job with adequate salary commensurate with ability. Write for personal audition arrangement or send transcription with full details. WAKR, Akron, Ohio.

Help Wanted (Cont'd)

Wanted—Experienced continuity writer. Give full details, educational background, experience, references, salary expected, in first letter. Box 241, BROADCASTING.

Can use one or two extra announcers, also good continuity writer for spots and some scripts. Announcers must have personality voice and be salesmen on the air. WOLS, Florence, S. C.

Broadcast engineer for permanent position with 5 kw NBC affiliate. Must have first class license and control room experience. Give full details and references in first letter. Address Chief Engineer, Radio Station WMC, Post Office Box 311, Memphis 1, Tenessee.

Situations Wanted

Station executive — Experienced all phases radio, 250, 5000, 50,000 watt stations; writing, promotion, merchandising, selling, general managerial. 3 years station relations executive position. Sober, industrious, high character. Finest references industry, government. Seeks security with progress in permanent position. Married, father, available. October 15. Box 243, BROADCASTING.

Station manager—with complete engineering experience. Returning Naval Comdr. 24 years all phases radio. Services available anywhere. Box 187, BROADCASTING.

Announcer—Young, honorably discharged. College experience and training all phases radio production. Newscasting a specialty. Can handle board, turntables, etc. (not a technician). Transcription available. Box 198, BROADCASTING.

Engineer—8 years broadcasting, 3 FCC, 16 months field engineer with large company. First class license, 37, married. Prefer Pacific Coast or Rocky Mountain states. Box 212, BROADCASTING.

Chief engineer—Army officer expects discharge shortly. Seeks position progressive station. 5 years technical broadcasting, familiar with FM, 1st class operator's license. Age 34, married. Box 214, BROADCASTING.

Capable local station manager in southern market of 60,000 desires change. Alert, promotion minded, good character, can make your station pay, 35 years old. Have been in present job six years. Wants long time arrangement. Married, two children. Available immediately. Box 215, BROADCASTING.

Announcer, producer, M.C., writer. Ten years major network key station. Veteran, married, desires position with major station as announcer, or smaller metropolitan station as program director. Box 217, BROADCASTING.

Young radio sales executive several years with present employer, interested in becoming assistant to general manager or station in city up to 300,000. Now earning $6000. Can be available January 1st. Full qualifications in first letter. Box 218, BROADCASTING.

Young woman, college graduate desires position with New England station as continuity writer. Trained in script writing and announcing. Special interest educational programs. Sample scripts available. Box 219, BROADCASTING.

Announcer—East, details by disc and letter. Box 220, BROADCASTING.

Announcer, continuity writer, sponsor contact, third class license. Qualified sports. College background. 26 years, married. Midwest preferred. Box 230, BROADCASTING.

Wanted—Permanent connection with broadcast station as radio technician. Have first class telephone license. Box 231, BROADCASTING.

ATTENTION SERVICEMEN!

To aid servicemen seeking radio jobs, BROADCASTING will accept situation wanted classified ads at no charge. Thirty words maximum. Two insertions. Sign name, rank and give address.

PUBLIC NOTICE

Dirty Stories & Profane Language

Have their place . . . but not ON THE AIR! That's MY place. Call me a Disc Jockey if you want, but my four ¼ hour programs will INCREASE YOUR HOOPER.

If you have two 30 minute or a one hour seg open (or can make it open) I can make it priceless property.

No Contests! No Bingo! No Telequiz! Nothing phoney, brother! Just a simple, sincere, honest conversationalist that knows the human heart! The FCC will love you more, believe me.

I need about $10,000 yearly to change from LEADING C.B.S. Station. P.S. I'm nearly a hillbilly, but more of a western-pal.

Box 240, BROADCASTING

PUBLIC NOTICE

Ace Newscaster
of
The Far Eastern Network
SHELDON BRENNAAUN

has over
5,000,000 Service listeners
in the SWPA

Available Jan. 1946.

Also experienced as dialect actor and production director.

Prefer Pacific Coast or Florida

Write
Box 226, Broadcasting

The SCHOOL of RADIO TECHNIQUE

NEW YORK ● CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

For Full Details, Request Booklet B

NEW YORK 20, N.Y.: RADIO CITY, R.K.O. B
CHICAGO 4, ILL.: 228 S. Wabash Ave

Situations Wanted (Cont'd)

Radio executive will sever recent excellent connection with national network to manage your station. Unusually well-rounded and carefully-planned background in all phases of radio with experience in local 250 watt, metropolitan 50,000 kw and national networks. Excellent record and references. Replies held in confidence. Box 225, BROADCASTING.

Executive engineer desires position as chief engineer of large station planning FM and/or television expansion. Assume full responsibility. Young and aggressive, yet well-settled family man. Well known with established engineering record. Past experience includes every phase of broadcast engineering, all classes of stations, 1 to 50 kw, major network, operation, construction, laboratory design, college instruction, Radar development. Salary requirement $3750 to $7500 per year dependent on location and position. Job details before interview. Box 227, BROADCASTING.

Sports announcer, 10 years experience U. S., Canada, now chief sports and special events announcer American Forces Network in Europe, covering events in France, England, Germany. Expects early discharge. Seeks permanent position with progressive station. Box 228, BROADCASTING.

Advertising salesman under 40, 14 years experience, contacting New York agencies and advertisers, desires permanent position with established firm. Presently employed. Can supply highest references. Box 229, BROADCASTING.

Announcer-program director—Army officer about to be discharged desires permanent position with regional station. Go anywhere but south. 27 years old, married. Eight years' experience as announcer, news, commercial, variety, and special events shows; program director; producer; news editor; and writer. Three years overseas as Radio Officer for Army, managing foreign broadcast stations. Relieved from Army in about two weeks. Best references. Anxious start working. Can arrange personal interview. Box 189, BROADCASTING.

Engineer-producer—Five years in broadcasting including 1½ years government broadcasting service overseas add up to most rounded experience from highly technical operations to topflight dramatic production tasks. First class phone license, married, top references. Want connection with forward looking broadcasting organization. Box 233, BROADCASTING.

Veteran, 35, married, Ph.D., Linguist; wants permanent position as news editor or news specialist. Has two years news experience, splendid background, foreign travel, good voice, administrative ability. Box 234, BROADCASTING.

Announcer, all-round experience, sober family man looking for permanent good paying job. Willing worker. No floater. Box 235, BROADCASTING.

Commercial manager. Excellent record in sales and as sales promotion director with metropolitan independent. Background in copy, production, publicity. If you want a man with ideas who can analyze your sales problem, formulate an operational plan, and make it work, write Box 236, BROADCASTING.

Continuity writer, commentator. Five years' experience spot announcements, local shows. Discharge from WAC October 1st. Desire connection station or agency San Francisco area. College background. Mary Fenton, 459 Turk St., San Francisco, Calif.

Salesman-program director — Veteran, age 35, married, reliable, 6 years radio experience, 4 years newspaper. Active in civic organizations, want to make permanent home. Have good health, personality, enthusiasm, ability. Minimum $3600.00. Mr. Hanson Dustin, c/o Sgt. Tom Reynolds, 119 Marvin Ave., Petersburg, Va.

Salesman—30 years old, veteran. Experienced in all phases of radio station from A-Z. $45.00 week base. Pacific coast only. Give me a whirl. Mel Merz, 122 McKinley Ave., Geneva, Ill.

Veteran—To be released from hospital desires program or production directorship. Nine years commercial, two years AFRS experience announcing and directing. References. S/Sgt. Staton Dixon, 4762 Lake Park, Chicago.

Experienced announcer, newscaster, honorably discharged Navy veteran. 50 kw Navy transmitter man. Excellent background. Restricted license. New York or New England area. Available immediately. Henry Lazarski, 1103 W. Belden Ave., Syracuse 4, N. Y.

Need a chief announcer-newscaster? 15 years experience commercials, newscasting, ad lib, console operation. Available after October 15th. Call H. W. Carpenter, Franklin Hotel, Saginaw, Michigan at night. Write or wire. West, southwest preferred. Any place considered.

Experienced time salesman—Now covering Florida calling on Chambers of Commerce, real estate dealers, realty boards, hotels, resorts and others. Would like to represent northern and eastern stations on commission basis. Give full information first communication. Box 222, BROADCASTING.

Announcer, newscaster-editor, program arranger, writer, idea man. Married, age 28. Wide radio show-business background. Journalism-advertising degree. Now chief announcer handling personality, platter, interview programs, etc. Sales experience. Manage small station or staff on large. Wife capable, attractive. Go anywhere but prefer southeastern or any warm climate. Like hard work, congenial atmosphere. Permanent connection with future. Box 223, BROADCASTING.

Station manager—19 years broadcast experience, proven results independent and network promotion, sales, production, engineering. Will invest. Box 224, BROADCASTING.

Program director-writer. Journalism graduate. Producer radio shows and minstrels. Recording and network tenor, pianist. Experienced teacher singing, announcing, writing. Talent trained for station shows and personnel. Honorably discharged veteran. Arthur Cornwall, Box 278, Chester, S. C.

Announcer-beginner. Retiring officer, 29, married, sober, sensible, capable, personable, voice, writing ability, ideas. Exchange inexperience for modest salary, help, permanency. Go anywhere. Transcription, photo on request. R. A. Greene, 1801 Niagara St., Buffalo 7, N. Y.

Released Naval officer desires connection with southern station or holder of CP as manager or chief engineer. Must be permanent. Write or wire George Yazell, 510 Harvey St., Williamson, West Va.

Announcer. Desires permanency. 2 years' experience. Honorable discharge. 25 years old. News, commercials, turntables, controls. State salary, hours. Earl T. Perin, 317 Willard Ave., Joliet, Illinois.

Will soon be available as station manager or assistant manager or other good broadcasting position. Announcing, producing, script writing, public relations experience. Dance orchestra and classical music background. University graduate. Four years Army Technical Communications assignments. 2nd class phone license. Expect immediate return from Pacific and discharge. Age 26. Please address replies to home: Major Milton Frank, Jr., 3740 Fillmore St., San Francisco, Calif.

Announcer-newscaster — AAF officer awaiting discharge. 20 years experience all phases radio including station management, production, news-editing and writing. Network caliber. 38, married, two children. Lt. James C. Taillon, Hq. POATSC, 1950 Broadway, Oakland 4, Calif.

Announcer-writer—Veteran, married 3 years experience progressive stations with large quota organizations. 3 years, army show business. Have written, acted commercially. Specialty, morning shows, desires northern, progressive affiliation. Preston L. Taplin, 12 McKinley Avenue, Endicott, N. Y.

Announcer, seeks opportunity with progressive station. 1½ years experience on staff work, specializing in news, adlib interviews, special events and dramatic ability. Box 244, BROADCASTING.

Executive—Young woman, take over all creative work in out-of-town station. Six years in New York experience as continuity and dramatic head, director-producer and network writer. Dynamic, personable, tactful. Good trouble-shooter. Box 245, BROADCASTING.

Veteran awaiting November discharge desires permanent position as combination announcer-program director or assistant. Age 26. Single. Prefer progressive 250 watter midwest or southern city less than 80,000. $280 monthly. Experience as combination operator-announcer, assistant program director, all phases announcing. First phone license. Three years Navy Radar experience. Did many service shows including AFRS overseas and public relations. Box 246, BROADCASTING.

Engineer—29 years old. Veteran. Experience station operation. Some consulting. Desires connection with progressive stations as chief or with good opportunity for advancement. Ira Kealy, 25 Carlton Road, Hillsdale, Michigan.

First class FM-engineer wants position west coast. Box 248, BROADCASTING.

Flying radio engineer wants job, manufacturer's agent in Washington, Dallas-west coast. FM-television, broadcasting, aircraft radio experience. Box 247, BROADCASTING.

Man—Good background, good voice, limited experience. Wants to work hard for small station. Russell Hodge, YMCA, Memphis, Tennessee.

Young, recently discharged army officer, news scripter for NBC college graduate, wants back into newsroom of Eastern shortwave outlet or large local station. Thomas B. Mechling, 281 So. Ogden St., Denver 9, Colorado.

For Sale

Three transmitters for quick sale, one rebuilt, $2000.00; Two used, $1750.00 each. The three together $5000.00. Box 221, BROADCASTING.

For sale—1 kw Western Elecertic D-87737 Transmitter converted to make it similar to 6-B. Box 238, BROADCASTING.

Fore sale—Composite pre-amps and channel amps using Kenyon Laboratory Standard or Thordarson Tru-Fidelity transformers, with separate power supplies; monitoring amplifiers; composite consoles. Reasonable. KFEL, Denver, Colorado.

Wanted to Buy

General Electric No. 51 wire recorder. WGAC, Augusta, Ga.

Wanted—500 or 1000 watt standard transmitter immediately. 300 foot self-supporting towers. List other available material. Box 242, BROADCASTING.

Miscellaneous

Announcer's, writer's, emcee's Comedy Material. Catalog free. Box 29, BROADCASTING.

See Page 38
for the
Professional
Directory

SERVICE DIRECTORY

FREQUENCY MEASURING
SERVICE
Exact Measurements - at any time
RCA
R. C. A COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

"GEARED TO AM-FM EXPANSION
Radio Engineering Consultants
Commercial Radio Equip. Co.
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Washington, D. C. Hollywood, Cal.

Custom-Built
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District 1640

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SOUND EFFECT RECORDS
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Write For Details
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Technical Maintenance, Construction
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Since 1939

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VICTORY
BONDS

YOU HAVE "A DATE WITH MUSIC"
the sparkling new transcribed ¼ hour musical series starring
PHIL BRITO
the golden voiced song-sation of radio
For costs and audition records write or wire
CHARLES MICHELSON
67 West 44th Street, New York 18 MUrray Hill 2-3376 — 5168

At Deadline...

FELTIS INVITES NETS TO DISCUSS BMB COSTS

ACTING on the resolution adopted Sept. 14 by the BMB board of directors, Hugh Feltis, BMB president, last week invited the nationwide networks to discuss the question of network subscriptions to the organization's audience measuring service. Frank Stanton, CBS, vice-president and general manager, replied that his network is interested in the plan and has arranged to meet with the BMB finance committee to discuss the CBS subscription costs.

Robert L. Swezey, Mutual vice-president and general manager, and the network's department heads received the BMB presentation on Friday and will inquire further into the costs as they affect Mutual. Plans were made with Carl Haverlin, Mutual vice-president in charge of station relations, for a closed circuit presentation of the plan to be made Oct. 11 to all affiliates. NBC and American have not yet set dates to discuss the plan but they are expected to within the week.

TBA PREPARES ARGUMENT FOR OCT. 11 TELEVISION

TELEVISION BROADCASTERS ASSN. will not ask postponement of Oct. 11 hearing on FCC's video rules, despite extreme shortness of time for preparation of technical data and argument, TBA board decided at meeting in DuMont studios in New York. Board was reported in agreement it should do nothing to delay further the start of postwar television.

Col. William A. Roberts, Washington attorney, who will represent TBA at hearing, is working with technical committee, headed by F. J. Bingley, chief television engineer of Philco Corp., in preparation of the group's argument. Board declined to reveal its position.

Board approved application of Westinghouse Electric Co. (manufacturing division) for affiliate membership and of Syracuse and Western Reserve universities for educational memberships.

NEW DUTIES FOR HILL

IN SHUFFLING of duties in War Dept., Bureau of Public Relations, announced last Friday, Brig. Gen. Luther L. Hill—just promoted to that rank—becomes BPR director. Erstwhile director, Maj. Gen. Alexander P. Surles, is now director of information with BPR and Information and Education Division reporting to him.

Closed Circuit

(*Continued from page 4*)

unless relief comes. Engineering department is already working triple time trying to keep up.

COMMISSIONER Clifford J. Durr, soft-spoken stormy petrel of the FCC who dissents at drop of dollar sign, isn't in top health. He has suffered periodic outbreak of a skin eruption. If he follows urgings of his colleagues, he will spend about a month under observation, probably at Bethesda Naval Hospital, to clear up bothersome condition.

TIMEBUYERS FLY TO WLEE DEDICATION

A CHARTERED plane, carrying some 20 New York timebuyers, was scheduled to leave New York at 11 a.m. Monday for Richmond, Va. Passengers are guests of President Thomas G. Tinsley of WLEE and they'll attend formal opening of WLEE Monday night (see earlier story, page 40). WLEE was scheduled to take the air for first time at 6 a.m. today. Invitations for plane trip were issued to following:

William C. Dekker, McCann-Erickson; Ray Nelson, Chas. M. Storm Co.; Betty Barrett, Donahue & Coe; Gertrude Scanlan and Frank Silvernail, BBDO; Roland Van Nostrand, Benton & Bowles; Frank Haas, Erwin, Wasey & Co.; Gordon Mills, Arthur Kudner; Betty Powell, Fritz Snyder and Vera Brennan, Biow; Linnea Nelson, J. Walter Thompson Co.; Carlos Franco, Young & Rubicam; Mary Dunleavy, Pedlar & Ryan; Bea Gumbinner, Lawrence C. Gumbinner; Ed Small, Ted Bates; Richard Grahl, William Esty; Jack Haight, Colgate-Palmolive-Peet Co; Chester Slaybaugh, Morse International; Ted Fisher, Ruthrauff & Ryan. Jack Allison and Frank Headley of Headley-Reed Co., WITH-WLEE station representative, were to be hosts on trips.

TWO TV SPONSORS

UNITED STATES RUBBER Co. Sept. 28 started Lou Little's *Friday Night Quarterback* on WNBT NBC video station in New York to promote Keds. Agency Campbell-Ewald Co. N. Y. Waltham Watch Co. renews for 13 weeks WNBT time signal each Fri. night. Agency, N. W. Ayer & Son, N. Y.

KUDNER RESIGNS RAIL ACCOUNT

ARTHUR KUDNER Inc., New York, has resigned the account of Assn. of American Railroads, after a nine-year affiliation. James Ellis, Kudner president, explained that move was made "in view of the fact that we are also advertising agents for two important aviation businesses."

WPB DIVISION TO CLOSE

WPB Radio & Radar Division will wind up its activities by the end of October. Final mopping up of details will be handled by two or three administrative employes who will be transferred to the Consumers Hard Goods Division. M. E. Karns, director, and John Creutz, assistant director in charge of production, are expected to announce their plans in a few days.

HOLD THAT HAMMER!

WHILE workmen were repairing the roof of the Biltmore Hotel building in Atlanta, control engineers of WSB, located on the top floor, found a way of keeping the noise from station breaks and live programs. Installing a PA speaker on the roof and a mike in the control room, they shouted a "Hold it fellows" before opening any studio mikes. The interference ceased.

People

LT. COL. JOHN S. HAYES, chief of American Forces Network, awarded the Order of the British Empire. AFN Paris says its first time an officer serving in broadcasting has received award.

WINFIELD R. LEVI, former sales promotion manager of WSAI Cincinnati, in Army since 1941, has been promoted to major, AAF. He is stationed in India.

GILLIS PURCELL named general manager of Canadian Press, which owns Press News Limited, a radio news subsidiary, succeeding J. A. MMcNeill. He was overseas with Canadian Army, losing a leg in 1941.

COL. E. M. KIRBY, chief, Radio Branch, Army Bureau of Public Relations, paid tribute to Mutual's *Spotlight Bands* program on its third anniversary broadcast, Sept. 21.

ARTHUR F. DERMODY, released from Navy, joins Kelly, Nason, New York, as director of media, market and research. Prior to his Navy service, he was with Wendell P. Colton Co., New York.

LOWELL THOMAS on Friday celebrated 15th anniversary on NBC, the last 14 for same sponsor, Sun Oil Co. Network had cocktail party and dinner at Waldorf-Astoria, New York, preceding and following Mr. Thomas' 6.45-7 p.m. broadcast.

JOHN A. COLEMAN, formerly head of consumer research for Standard Oil Co. of New York, to Ross Federal Research Corp., New York, as account executive.

E. F. (Bud) HASCALL Jr., v-p Henri, Hurst & McDonald, Chicago, placed in charge of all creative departments.

CHARLES BREWER, BBC North American director, leaves New York Oct. 5 to tour key cities. He will be accompanied by Christopher Cross, BBC public relations director.

GEORGE DEPUE JR., formerly sales manager of World Broadcasting System and previously with Headley-Reed Co., to Hirshon-Garfield as radio director.

MRS. MARTHA D. COE, assistant research director of WOR New York, joins WMCA New York Oct. 1 as music supervisor in charge of all live and recorded music programs.

FRANKLIN C. WHEELER, San Francisco manager of Hearst Advertising Service, appointed vice-president of Brisacher, Van Norden & Staff, San Francisco office.

CARLTON ALSOP, radio director of Sherman & Marquette, New York, resigns to join MGM, Hollywood, Oct. 22, as a producer.

FORMER SENATOR C. C. DILL, of Washington state, co-author of the Radio Act of 1927, conferred with President Truman at White House Friday. Radio was not discussed. Senator Dill now is a practicing attorney in Spokane with Washington, D. C. connections.

CEREAL'S NEWS

GROCERY STORE PRODUCTS SALES Co., New York (Cream of Rice), Oct. 1 starts Frazier Hunt's Mutual co-op program, on WOR New York, Mon., Wed., Fri. Contract for 26 weeks. Agency, Duane Jones Co., New York.

Advertising brought CHICAGO to SAUK CENTER!

TO A. Montgomery Ward, a drygoods salesman who founded Montgomery Ward & Co. in 1872, goes the credit for bringing the big city store to the smallest hamlets. It was Ward who distributed the first mail order catalog, a little 100-page book three and a half by five inches in size. Dwarfing that first little book, today's Montgomery Ward catalogs run to more than 1000 pages and millions of copies. They sell shoes and automobile batteries, garden hose and dress goods. They bring Chicago to Sauk Center and its sister villages the nation over.

In the DISTRIBUTION DECADE

Advertising Must Make Buying Still Easier!

VICTORY on the Fighting Fronts must be followed by victory on the Economic Front if our nation is to enjoy continued prosperity. America's most powerful armament in the coming Distribution Decade will be Advertising.

Manpower, materials, money and manufacturing facilities will be available in abundance. So will the markets. But the leading role in creating the demand among consumers to keep the wheels whirring falls to Advertising.

More than creating a demand for goods, Advertising must also keep these demands parallel to our ability to produce. Failure on either count would mean a slump in buying power, accompanied by unemployment and eventual depression.

The blueprints for victory on the Economic Front already are being drawn—in the nation's advertising agencies and at the Nation's Station, WLW. Advertising did it before—and will do it again—*better*. So when the time arrives, alert agency men will be ready for the Distribution Decade. The Nation's Station will be ready, too; ready to go into action—with new, factual data on how to move merchandise in the 4-State market that is WLW-Land.

WLW

DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION